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ABSTRACT

Designed to describe a technique for developing efficient habits for reading the newspaper, this booklet also provides a simplified explanation of how a daily newspaper is produced. The contents include "How to Get the Most Out of Your Newspaper," "A Newspaper Is Many Things," "People at the Paper," "The Front Page," "Headlines," "Stories in the Paper," "The Opinion Pages," "Editorial Cartoons," "Syndicated Editorial Columnists," "Letters to the Editor," "How Does a Newspaper Find Its Stories?" "Datelines and Bylines," "The Truth Generally Lies under the Surface," "Why So Much 'Bad' News in the Paper?" "How a Local Story Gets in the Paper," "What to Believe in the Newspaper," "Errors in the Paper," "Photo-Journalism," "How a Local Picture Gets in the Paper," "Color Pictures," "The Sports Section," "Woman's News," "'Pocketbook' News," "A Newspaper Is a Lot of Other Things," "The Big Sunday Paper," "Advertisements," "Classified Ads," and "Newspaper Jargon." (RB)

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Lonnie Cross' Troubles Fly off 'Like A Bird' Page 5

★

Stone Age Child Leaves His Mark Page 3

★

Gilliam's 'Out To Win' In All-American Game Page 15

WEATHER
Warmup
See Page 34

THE TENNESSEAN

INDEX

	Page		Page
Business	19-21	Editorials	4
Church News	6	Horoscope	10
Classified	21-32	Obituaries	21
Comics	10	Radio-TV	11
Crossword	10	Sports	15-18

VOL. 67 — NO. 57 NASHVILLE, TENN., SATURDAY, JUNE 24, 1972 10 CENTS 34 PAGES

Store Operators Beaten, Robbed

By HAROLD WATSON JR.

Two Nashville store operators were robbed and pistol-whipped yesterday in separate incidents, police said.

Walter F. Lonnemann, 61, operator of Lonnemann Feed Store, 1851 16th Ave. N., told Sgt. [illegible] Fleming, 46, operator of Big Star Market, 1806 Riverside Drive, were arrested for fraud investigation and released from hospitals.

FLEMING, 6-ft. robbed by two men and struck over the head with a gun as he parking lot outside his store about 1 p.m., police said. The holding men then fled after firing 1 shot at Raymond Nelson, 38, who was working outside the operation, they added. Police said the amounts of money taken was not determined.

Nelson, a part-time maintenance man at Big Star, said he was building a wall beside the store when the robbers occurred.

"I heard some scuffling and when I turned around there were two men [illegible]. He [illegible] as the perpetrators said to I reported after three with one shot," Nelson said.

As I turned around, three men of them left room with a pistol over his head ahead [illegible] running down the lane.

When he began running towards the robbers, they dropped some of the money from the bag on the ground, Nelson said.

"I DID stop long after three and hollering," said Nelson, "and then one of them turned around and shot at me. I stopped then. But I guess I should have had many more than to chase them with them having a gun."

According to Nelson, a car travelling slowly pulled up in front of the market and the holding men jumped in. He said the car then sped away.

Police were investigating for the robbers last night.

In the other holding, Lonnemann was robbed of about $700 by mask and clothes and then pistol-whipped by two men who posed as customers, police said.

Police said Lonnemann went into a shed across the street from his business when two men followed him inside.

METRO DETECTIVE Lonnie Holden said Lonnemann was struck over the head with a pistol by one of the men and robbed of the money.

(Turn to Page 2, Column 3)

East Battered By Worst Floods Ever

Nature Rebels Against Man With Mighty Blows

WILKES-BARRE, Pa. — Volunteer sandbaggers run for safety [illegible] bagging proved futile in containing waters of the Susquehanna River. Other workers were given to evacuate the Dike area here after send-

By ARTHUR EVERETT

A week or so but incessant rain not climaxed by a new storm yesterday, as some of the worst floods on record ravaged the grievously stricken East from Virginia to upstate New York.

The National Weather Service called the flooding "a manmade disaster."

"I HAVE never in my life seen such total destruction as has taken place in a number of areas of the state," said Maryland's Gov. Marvin Mandel after a helicopter survey. His state was one of five designated by President Nixon as disaster areas.

Dr. Robert White, head of the National Oceanic and Atmospheric Administration which oversees the National Weather Service, was quoted

(Turn to Page 2, Column 1)

BULLETIN

A driver for Carroll Cab Co. was critically injured early today police said, when his taxi rammed into a car and a telephone pole after he was shot four times.

Police said Phillip Wakefield, about 28, was shot three times in the back and once in the head, apparently by a man he had picked up, causing him to crash his cab.

Raps 'Inadequate' Antibusing Provisions

President Signs Education Bill

Hendersonville Property Tax

AMA Censures Insurance Companies' Fee Setting

By FRANCES LEE

WASHINGTON

President Nixon [illegible] yesterday but announced plans of "other measures" to relieve racial challenges' [illegible] prosecutions.

The administration [illegible] the education [illegible]

Crisis I

LONDON [illegible] on the ground [illegible] to avoid [illegible] devaluation. I [illegible] crisis created [illegible] new world crisis.

The surprise announcement [illegible] comments on the [illegible] [illegible] [illegible]

ams talls cer

[illegible] A young man [illegible] an American [illegible] yesterday collected [illegible] refund payment of [illegible] and a parachute, but was [illegible] arrested on [illegible] police blotter.

[illegible] A spinning car rammed the [illegible] police party today when it [illegible] Florida, where the [illegible] had ordered a grounded in an attempt to collect [illegible] Prisoners said the crash damaged the craft's emergency [illegible] so badly it would be unable to take off.

[illegible] of police cars and emergency vehicles [illegible]

(Turn to Page 2, Column 3)

Your Newspaper . . . and YOU!

Farewell to a Friend

NEW ORLEANS — Bobby Parsons, 15, conducts last mournful honors as a pallbearer lowers her friend after the casket had [illegible] into the ground and was struck by a car. The [illegible] had to be dismissed and Bobbie was hospitalized for observation and treatment of cuts.

NHA Appraisal Policy Challenged

By TOM INGRAM

The Nashville Housing Authority's practice of refusing to show property owners appraisals on which NHA bases offers for those owners' land has been challenged by the University Center Project Area Committee.

NHA Director Jack Herrington in an interview, defended the practice as needed to protect the public from getting any more for property than it's worth," but said it is [illegible] legally.

HE ADDED new guidelines related to such appraisals are expected from the U. S. Department of Housing and Urban Development soon and may supersede the local [illegible]

● See letter to the editor, Page 4.

authority's policy on the matter.

Where housing projects are built [illegible] federal funds, NHA gets a minimum of two independent appraisals from [illegible] which the staff and board derives a "fair market value" offer.

Condemnations proceedings are initiated against property owners who refuse to accept NHA's offer, forcing the matter into the courts.

PAC CHAIRMAN Joseph H. Johnston, in an interview, called this "take our price or go to court alternative" unfair to property owners and suggested in a letter that in the future NHA would:

● Make specific estimates of [illegible] available to property owners well in advance of any condemnation decision."

● Give property owners and their attorneys, "if desired," a forum at NHA board meetings at which the board is scheduled to make a "final determination" about "fair market value" offers.

"We're not asking the housing authority to make appraisals public information to everybody," Johnston said. "We're asking them to make appraisals available to owners."

What next? Trying to do [illegible] on the negotiation process to allow property owners to be more involved, Herrington said, "some people have the impression we should give them whatever they want for their property."

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HOW TO GET THE MOST OUT OF YOUR NEWSPAPER 3
A NEWSPAPER IS MANY THINGS 5
PEOPLE AT THE PAPER 6
THE FRONT PAGE 7
HEADLINES 9
STORIES IN THE PAPER 10
THE OPINION PAGES 12
EDITORIAL CARTOONS 14
SYNDICATED EDITORIAL COLUMNISTS 15
LETTERS TO THE EDITOR 15
HOW DOES A NEWSPAPER FIND ITS STORIES? 16
DATELINES AND BYLINES 18
THE TRUTH GENERALLY LIES UNDER THE SURFACE 19
WHY SO MUCH "BAD" NEWS IN THE PAPER? 20
HOW A LOCAL STORY GETS IN THE PAPER 21
WHAT TO BELIEVE IN THE NEWSPAPER 23
ERRORS IN THE PAPER 24
PHOTO-JOURNALISM 25
HOW A LOCAL PICTURE GETS IN THE PAPER 26
COLOR PICTURES 27
THE SPORTS SECTION 28
WOMAN'S NEWS 29
"POCKETBOOK" NEWS 30
A NEWSPAPER IS A LOT OF OTHER THINGS 31
THE BIG SUNDAY PAPER 32
ADVERTISEMENTS 33
CLASSIFIED ADS 34
NEWSPAPER JARGON 36

When the press is free and every man able to read, all is safe.

Thomas Jefferson

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THE TENNESSEAN

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THE TENNESSEAN

Amon C. Evans, President — John Seigenthaler, Publisher

HOW TO GET THE MOST OUT OF YOUR NEWSPAPER

Some people are natural-born efficiency experts.

—They can mow the lawn without turning around and back-tracking.
—They can wash the dishes in 13 minutes flat.
—They can make up a bed before others can smooth the wrinkles out of the bottom sheet.
—But not many of them are very efficient *when it comes to reading a newspaper.*

On the other hand . . .

—There are people who, even though they can't wash a cup without breaking off the handle . . .
—And can't mow the grass without cutting the hosepipe in two . . .
—Nevertheless can get more out of reading a newspaper for just 15 minutes . . .
—Than some folks can by reading it an *hour.*

★ ★ ★

This is because newspaper-reading is a science.

—But it's a homely, folksy sort of science . . .
—A science just about *anybody* can master.

Some people would as soon go to bed without supper . . .

—As do without reading their newspaper *sometime during the day.*
—That's how important they think it is.
—That's how much a part of their *life* it has become.
—Their hunger to know what's going on in their world . . .
—Is as real as a little boy's hunger for chocolate ice cream.

And so some people have made a science of reading the newspaper.

—They have some suggestions for those who never gave it much thought . . .
—For those who grew up with newspapers around the house all the time . . .
—And who just *assume* they know how to read them well . . .
—And then wonder how they miss all those things in the paper . . .
—That their friends see and comment on.

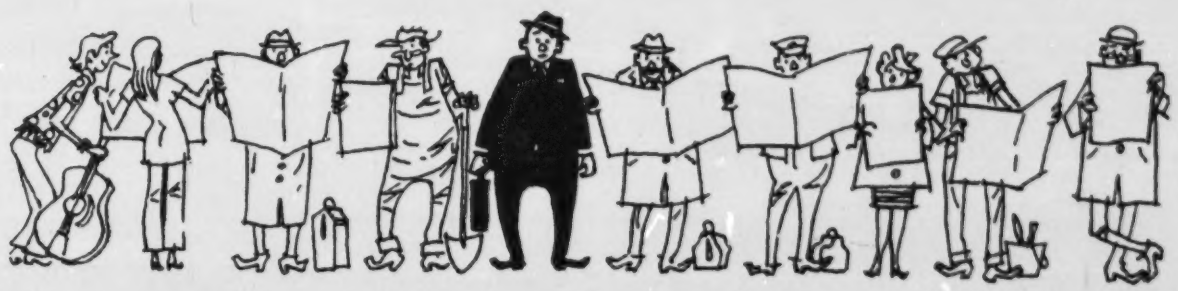
Here are some helpful hints from some crackerjack newspaper readers.

—Hints that will help nearly *anybody* get more from his paper . . .
—And *get it in a shorter time,* too.

★ ★ ★

First, let's say you can spare only 15 minutes to read your morning paper.

—Where do you *begin?*
—You begin at the *beginning: Page One.*
—Right off, you read *every headline* on Page One.
—At first, don't read the *stories*—just the *headlines.*
—Page One is the *showcase* of the paper.
—That's where you'll find the *leading news of the*



day.

—This way, you'll get some idea of the *major happenings* in your world.

—It takes less than a minute to read the *headlines on Page One.*

Second, you now take three or four minutes to scan the stories you're interested in on Page One.

—You may want to read some of them *completely.*

—On others, the *first two or three paragraphs* may satisfy you.

Third, you've now got 10 minutes left to thumb through the rest of the paper.

—*Don't skip any pages.*

—Look at *every headline.*

—Glance at *every picture.*

—Notice any *advertisements* that catch your eye.

—You can train yourself to go through the *entire paper* this way in 15 minutes.

—When you're through, you still won't *know the news like you want to.*

—But you'll know something *about* the news.

—That's a good start.

—Later—perhaps in the evening—you'll want to go through the paper *again.*

—You'll want to read the longer stories you *earmarked as interesting.*

—You'll want to give full attention to parts of the paper you love best.

—Perhaps that is *sports.*

—Or the *comics.*

—Or the *letters to the editor.*

* * *

Of course, you will never want to read everything in the newspaper.

—Not even the editors of the paper expect you to do *that.*

—They know that *different people* have *different interests.*

—That's why they put the paper together the way they do.

However, you'll make a thrilling discovery.

—The more you read, the *wider your interests will become.*

—And the wider your interests, the more wonderful *your world* will be.

* * *

A skilled newspaperman once took the trouble to draw up seven rules:

1/ Don't read merely the headlines.
2/ Don't read merely the front page.
3/ Don't be a one-subject reader.
4/ Get the facts before forming opinions.
5/ Avoid good-and-evil thinking.
6/ Don't jump to conclusions.
7/ Read the paper as a daily habit.

* * *

And you might try skimming . . . it can work wonders!

—If you don't read newspaper articles *fairly rapidly,* your reading method is probably wrong.

—Skimming is a *high-speed* method of reading.

—You train your *eyes* to run *quickly* over a *page* . . . or a *column* . . . or a *story.*

—You train your *brain* to register what is *interesting* and *important.*

—Skimming helps you discover what you want to read *more carefully.*

—When you find it, you *slow down* to get the *full content.*

—On *light* stories, you can trot along pretty briskly.

—But editorials, significant speeches and serious columns are another matter.

—There, you slow down.

—Another thing: *Skimming* does not mean *skipping.*

—Different people develop different techniques for skimming.

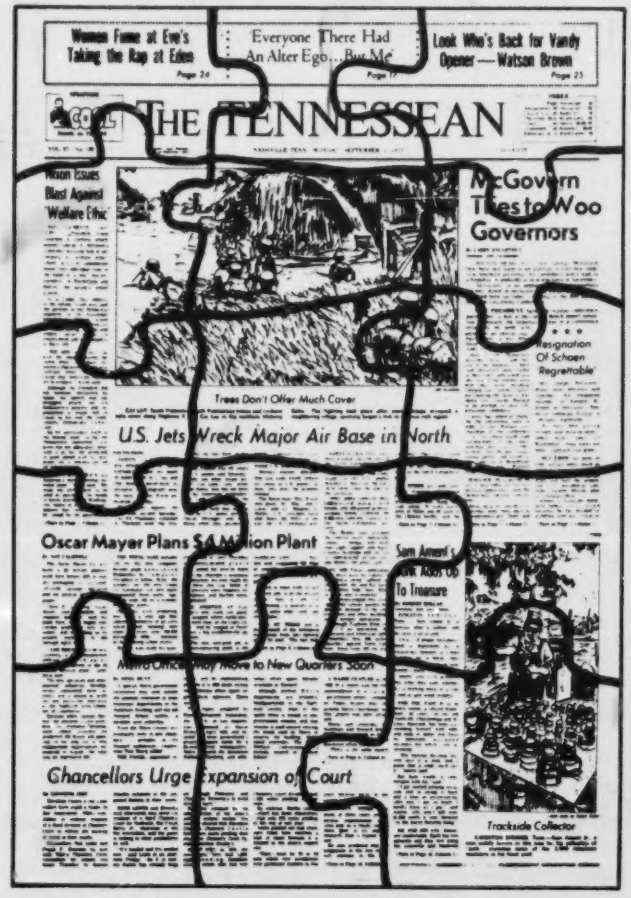
—The results are the same.

—You gain *more knowledge* in a *shorter period of time.*

BUT REMEMBER: Understanding what you read is much more important than gaining top speed in reading!

Making Friends With Your Daily Paper:

A Newspaper Is Many Things!


Women Fume at Eve's Taking the Rap at Eden
Everyone There Had An Alter Ego... But Me
Look Who's Back for Vanity Opener — Watson Brown
THE TENNESSEAN
McGovern Tries to Woo Governors
Trees Don't Offer Much Cover
U.S. Jets Wreck Major Air Base in North
Oscar Mayer Plans $4 Million Plant
Chancellors Urge Expansion of Court
Trackside Collector

To a lot of people, a newspaper is something of a puzzle.

You can't always find what you're looking for.
It's seemingly without pattern . . .
A forbidding confusion of type . . .
A hodge-podge . . .
Haphazardly thrown together by deadline-crazed editors and printers.

Actually, there is nothing haphazard about the way a newspaper is put together.

It is put together with *four main functions* in mind:

- √ *To provide information.*
- √ *To interpret that information.*
- √ *To serve as a marketplace.*
- √ *To entertain.*

To do these things, the editors and printers must produce a completely new product each day.

—*And that takes some doing!*

Their product must be *attractive* enough to lure readers to its pages.
And it must be *indispensable* enough to *keep* them as readers . . .
Even though these readers have *hundreds* of different interests.
That takes some doing, too!

★ ★ ★

A newspaper has two basic parts:

- *Editorial content.*
- *Advertising.*

The editorial content is anything which is not advertising.
—***Editors* are responsible for all editorial content.**
The *advertising director* is responsible for all ads.

- *News space is never for sale.*
- *Advertising space is always for sale.*

★ ★ ★

Even if you are a regular newspaper reader, you should find it helpful to examine your paper carefully, as though for the first time, page by page, and section by section. It is usually a mistake to assume that you "understand" the paper simply because it arrives on your doorstep every morning.

The "City Room" in The Tennessean's Editorial Department

People at the Paper

A modern newspaper office is different from what most people think.

Nobody wears a green eye-shade.
Nobody goes around with a press card stuck in his hat band.
Nobody runs in the front door shouting: *"Stop the press!"*

That doesn't mean a newspaper's not an exciting place to work.

It just means that, these days, the drama's a little more subdued.
Usually.
They *do* shout: "Get out to (such-and-such an address) — there's been a shooting!"
And they do shout *"Copy boy!"*
—**You can't get a newspaper out without copy boys.**
—**It's traditional to shout at copy boys.**
But only on TV dramas do reporters come in shouting: *"Stop the press!"*

The Tennessean is a very complex organization.

—**Amon C. Evans is the *president and chief executive officer*.**
—**More than 1100 people are involved in producing Nashville's two daily newspapers at 1100 Broadway.**
—**An additional 1300 are required to deliver the papers to the readers.**
—**Nearly everybody is a *specialist*.**

Take the editorial department (the news-gathering people), for example.

—**There's the *publisher:* John Seigenthaler.**
—**He and the president, Amon C. Evans, work together to establish The Tennessean's policy on issues of the day.**
—**They decide what *editorial stands* the newspaper will take.**
—**The publisher oversees the planning of the total news content of the paper.**
—**He works with the editors in originating *editorial campaigns* and *investigative reporting* endeavors.**
—**These editors include:**

- ☆ **The *executive editor*.**
- ☆ **The *managing editor*.**
- ☆ **The *associate editor*.**
- ☆ **The *sports editor*.**

—**They are in charge of producing each day's paper.**

There are many other editors and key people. Among them:

- ● ***City editor*.**
- ● ***State editor*.**
- ● ***Wire editor*.**
- ● ***News editor*.**
- ● ***Copy desk chief*.**
- ● ***Features editor*.**
- ● ***Woman's editor*.**
- ● ***Chief photographer*.**
- ● ***Librarian*.**
- ● ***Make-up editor*.**

There are *editorial writers*.

They express the newspaper's views on vital (and often controversial) matters in the news. Their editorials appear on the editorial page.

There are editorial *cartoonists*.

They illustrate the paper's position in drawings, often with biting sarcasm.

There are *general assignment reporters*.

They are "jacks of all trades."
They are sent out to cover any story that comes

up, from a fire to an interview with a strip-teaser.

—There are reporters assigned to special areas called *"rounds"* or *"beats"*:

- √ *Police.*
- √ *Religion.*
- √ *Science.*
- √ *Industry.*
- √ *Metro government.*
- √ *State government.*
- √ *Federal building.*
- √ *State courts.*
- √ *Drama.*
- √ *Farm.*
- √ *Business.*
- √ *Music City.*
- √ *Urban.*
- √ *Washington, D.C.*
- √ *Education.*
- √ *Movies.*
- √ *Food.*
- √ *The midstate area.*

—There are also:

- *Staff photographers.*
- *Rim men* (who read stories and write headlines) on the copy desk.
- *Columnists* of many varieties.
- *Artists.*
- And many others.

★ ★ ★

And then there are the people in the non-editorial departments.

—The *advertising department.*
—The *business office.*
—The *mechanical department.*
—The *circulation department.*

In all, there are more than 150 kinds of jobs at The Tennessean, including:

- *Engravers.*
- *Pressmen.*
- *Mailers.*
- *Metal tenders.*
- *Copy cutters.*
- *Printers.*
- *Paper handlers.*
- *Stereotypers.*
- *Ad skippers.*
- *Fly boys.*

—Not least of which are *telephone operators.*
—Their switchboard lights up like a Christmas tree when a big story is breaking!

★ ★ ★

Things have gotten a lot more complicated than they were in the old days.

—Back then, a man and his wife sometimes put out a paper all by themselves.
—Or, if things got *too* busy, they hired an *itinerant printer* who "floated" from town to town.
—But they didn't holler *"Stop the press!"* either.

The Front Page

The front page of your newspaper is like the face of a close friend.

—Sometimes it looks *happy.*
—Sometimes it looks *sad.*
—Sometimes it shows *anxiety.*
—Sometimes *alarm.*
—Sometimes it reflects a combination of these.
—But it's *always* the face of a friend.
—And you don't have the slightest difficulty recognizing it.
—No other newspaper in any other city looks quite like it.

★ ★ ★

Late each afternoon, the editor of The Tennessean holds a news meeting.

—To this meeting come the people who will help him make a decision.
—That decision: What expression will your friend, *the newspaper,* wear the next morning?
—*Happy? Sad? Anxious? Alarmed?*
—The people at that meeting include:

- *The news editor and the president's representative.*
- *The copy desk chief and the wire editor.*
- *The city editor and the state editor.*
- *The chief photographer.*

These newsmen discuss with the editor the news events of the day.

—They decide which of the stories and pictures—*in the opinion of the editors*—are the most important.
—These stories will go on *Page One.*
—Sometimes the discussion at the news meeting is very spirited.

At other newspapers, in other cities, similar meetings take place.

—On a given day, the decisions as to what should go on the front pages will vary from city to city.
—It's a matter of *opinion*—of *news judgment.*
—Sometimes the decision is agonizing.
—Sometimes there are so many important stories that there isn't room for all of them on the front page.

★ ★ ★

In the course of the evening, the expression on the face of the next morning's newspaper may change two or three times.

—This is because news happens all around the clock.
—*Tragedies* have a way of striking more often at *night.*
—This is especially true of *murders, traffic accidents* and *fires.*
—A late event can change the look of Page One completely.

A general rule: The leading news story is usually,

found at the top right corner of the front page.

—Sometimes stories are too long to be contained on Page One.

—They are then continued on an inside page.

—This is called "*jumping*" a story.

★ ★ ★

Editors know that readers like to feel "at home" with their newspaper.

—They like to be able to find things quickly in the paper.

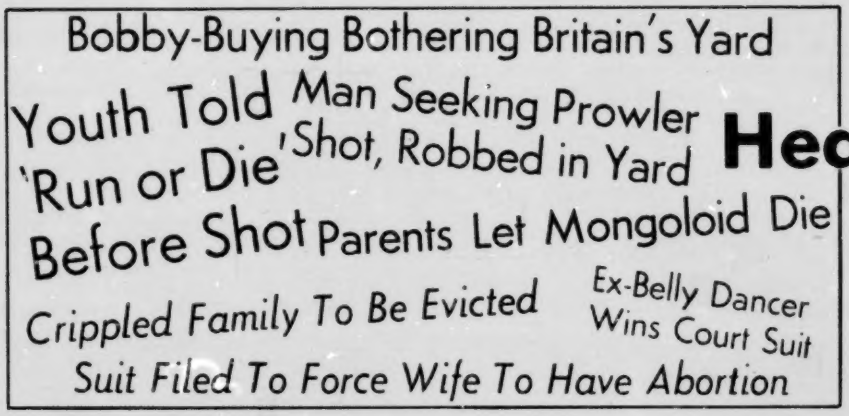
—And so editors try to arrange the news sections and features in approximately the same place every day.

—But this isn't always possible.

—So an abbreviated *index* is usually carried on Page One.

—This helps the reader find what he is looking for.

—But even without an index, long-time readers can locate their favorite features without much trouble.


Bobby-Buying Bothering Britain's Yard
Youth Told 'Run or Die'
Man Seeking Prowler 'Shot, Robbed in Yard
Before Shot Parents Let Mongoloid Die
Crippled Family To Be Evicted
Ex-Belly Dancer Wins Court Suit
Suit Filed To Force Wife To Have Abortion

Headlines

You'd have a hard time making sense out of a newspaper without headlines.

The headline is the *title* of the story.
It gives you a brief *sample* of what's to come.
The more *important* the story, the *bigger the size* of the headline.

Headlines serve several purposes.

- √ They inform the reader as *rapidly* as possible.
- √ They can be read at a *glance*.
- √ They are *easy* to read.
- √ They catch the reader's *eye*.
- √ They show where a story *begins*.
- √ They dress up the page *typographically*.
- √ They make the page look more *attractive*.

Headlines are usually written in the present tense. They give immediacy to the events described.

But the headline writer is nearly always handicapped by a limitation of space.

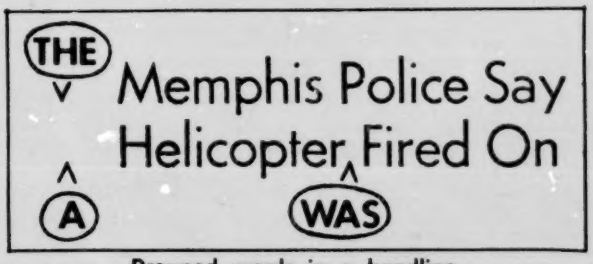
- He must say a *lot* in a *little* space.
- So he usually leaves out *non-essential* words.
- Words like "*a*," "*an*," and "*the*."
- This gives a *telegraphic* effect to a headline.
- This makes it more *vivid*.
- More *urgent*.

Short words are used in headlines when possible.

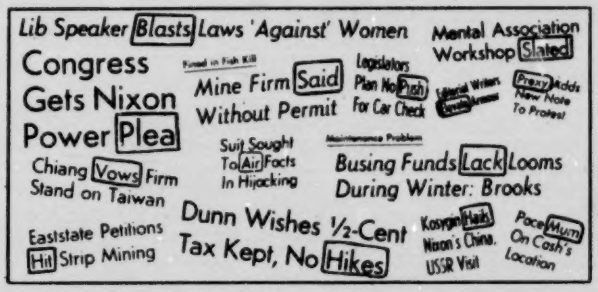
- This is also for *economy of space*.
- This has led to the creation of a sort of "*headline vocabulary*."
- "*Headlinese*," some people call it.
- Words are used in ways you don't ordinarily use them in speaking or writing.

"Headlinese" can get a headline writer in trouble.

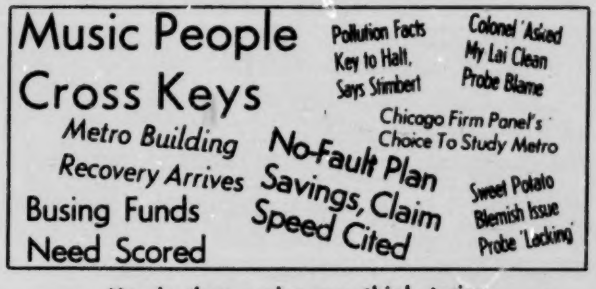
- Some words can be either a *noun* or a *verb*, like "*hit*" and "*hike*."
- In a headline, this can become *confusing*.
- Sometimes a reader has to think twice about a headline to see what it means.
- Occasionally he must even *read the story* to find out.
- Happily, this is rare.
- But it happens.



Dropped words in a headline


Lib Speaker Blasts Laws 'Against' Women
Mental Association Workshop Slated
Congress Gets Nixon Power Plea
Mine Firm Said Without Permit
Legislators Plan No Push For Car Check
Chiang Vows Firm Stand on Taiwan
Suit Sought To Air Facts In Hijacking
Busing Funds Lack Looms During Winter: Brooks
Eaststate Petitions Hit Strip Mining
Dunn Wishes ½-Cent Tax Kept, No Hikes
Kosygin Visit Nixon's China, USSR Visit
Pace Mum On Cash's Location

Some examples of "headlinese"


Music People Cross Keys
Pollution Facts Key to Halt, Says Stimbert
Colonel 'Asked My Lai Clean
Probe Blame
Chicago Firm Panel's Choice To Study Metro
Metro Building Recovery Arrives
No-Fault Plan Savings, Claim Speed Cited
Busing Funds Need Scored
Sweet Potato Blemish Issue
Probe 'Lacking'

Heads that make you think twice

BUT: As valuable as headlines are, you can never master the news just by mere headline-reading. Headline news is sketchy and does not always give a balanced picture. Most stories contain information not even hinted at in the headline.

Stories in the Paper

Way back in 1737, a fellow named Matthew Green called news "the manna of the day."

—It was a good comparison.
—Almost everybody hungers for news.
—Almost everybody wants to know what's going on around them.
—In their neighborhood.
—In their city.
—In their world.

A newspaper feeds a reader's hunger for information in many ways:

☆ Through *photographs.* ☆ Through *maps.*
☆ Through *drawings.* ☆ Through *charts.*
☆ Through *advertisements.* ☆ Through *tabulations.*

But the most important way is through written accounts of the news of the day.

—These accounts are called different things by different people:

- *Items.*
- *Writeups.*
- *Articles.*
- *Dispatches.*
- *Stories.*
- *Features.*
- *Reports.*
- *Releases.*

Examine a newspaper and you will see there are many kinds of stories.

—They can be characterized in several ways. One way:

1. Local news. *2. National news.*
3. International news.

—Another way:

A. Information people *want* to know.
B. Information people *need* to know.

—A third way:

1. News of primary interest to *men.*
2. News of primary interest to *women.*
3. News of primary interest to *young people.*
4. News of interest to *everyone.*

—A fourth way:

- Stories the editors knew were going to happen.
- Stories that were unexpected.
- Stories a reporter had to dig out.

—A fifth way (according to area of interest):

✓ *Sports* news.
✓ *Political* news.
✓ *Cultural* news.
✓ *Religious* news.
✓ *Crime* news.
✓ *Farm* news.
✓ *Women's* news.
✓ *Business* news.
✓ *Accidents.*
✓ *Entertainment.*
✓ *Teen* news.
✓ And so on.

—A sixth way:

- *News stories.*
- *Interpretive stories.*
- *Feature stories.*

Most stories have three parts:

1. *The headline* (or "head"): It tells what the story is about.
2. *The lead:* The opening paragraph; it usually tells the most important fact in the story.
3. *The body:* The rest of the story following the the lead.

HEAD { Ground Crews End Strike at Heathrow

LEAD { LONDON (AP) — The end of a strike turned London's Heathrow Airport yesterday into a place where people get off and onto airplanes instead of just sitting around.

BODY { A wildcat strike by ground crews had plagued 20,000 passengers a day since last weekend. Workers voted to end it and carry baggage, among other chores.

An airport official said: "Things are back to normal and everyone is going where they want to go without any trouble."

The union dispute concerned the handling of baggage.

The 3 Parts of a Story

The basic type of article in a newspaper is the news story.

—It tells of a *hard news event* of the day, such as:

☆ *A major fire.*
☆ *Congressional action.*
☆ *A shooting.*
☆ *Traffic accident.*
☆ *Labor strike.*
☆ *Election returns.*
☆ *Storm warning.*
☆ *New construction.*
☆ *Trial verdict.*
☆ *A death.*

—News stories are written in an *"inverted pyramid"* style.
—The most important facts are told first.
—The further you get down in the story, the less important the facts.
—There are two reasons for this:

1. A reader can get the basic information in a hurry.
2. Sometimes stories have to be cut for space

(Continued)

reasons, and they are trimmed from the bottom.

Most news stories contain "the Five W's" and an "H" in the opening.

—The "Five W's" are:

● *Who.* ● *What.* ● *When.* ● *Where.* ● *Why.*

—The "H" stands for "*How.*"

—It's surprising how much information can be crammed into one short paragraph.

Federal Jury Indicts 9 Police In Graft Case

The New York Times News Service

NEW YORK—A police lieutenant and eight patrolmen in East Harlem were indicted here yesterday on federal bribery-conspiracy charges resulting from the Knapp Commission investigation of police graft.

WHO WHERE WHAT WHEN HOW WHY

The lieutenant, in addition to another lieutenant and five of the eight patrolmen, were also charged with perjury for denying to a federal grand jury that they ever accepted bribes or knew about the bribery of other policemen.

THREE MEN identified in the indictments as gamblers were charged with conspiring to obstruct justice by bribing policemen to protect illegal gambling operations in East Harlem.

The charges came in the second series of indictments here in two days as a [illegible] of information [illegible] Knapp Com[illegible] hear[illegible]

Usually There Are 5 W's and an H

The interpretive story goes beyond the scope of the news story.

—It takes a look "*behind the news.*"

—It probes deeper into the "why" and the "how" of an event or situation.

—It peers ahead at the future significance of the happening.

And then there are feature stories.

—These are stories with an unusual twist, such as:

- √ *The hippie who became a millionaire.*
- √ *The family of five daughters which finally had a son.*
- √ *The bathing beauty who saved the lifeguard from drowning.*
- √ *The woman who died the day before her 100th birthday.*

—Feature stories are supposed to *intrigue* the reader.

—To arouse his *curiosity.*

—To appeal to his *emotions.*

—Reporters throw the rule book out the window when they write a feature story.

—They use every trick at their command to make the story *enjoyable* or *entertaining* or *touching.*

—Feature stories are a special challenge to headline writers, too.

A DANDY LITTLE FEATURE STORY

Their Puffs Went Against His 'Grain'

BRENTWOOD, Tenn — It looked like an open and shut case.

There they were, five of them, all juveniles smoking grass.

THE BRENTWOOD police officer, who caught the quintet with homemade cigarettes as the smoke billowed skyward, rushed them to the sheriff's office.

Chief Deputy Sheriff Archie Lee Buttrey Jr., the local expert on marijuana, made a quick check. The answer was affirmative.

It was grass — in fact— alfalfa.

Many words have been applied to describe the ideal newspaper story, among them:

- *Concise.*
- *Fair.*
- *Forceful.*
- *Balanced.*
- *Complete.*
- *Timely.*
- *Readable.*
- *Interesting.*
- *Understandable.*
- *Accurate.*

★ ★ ★

As a famous New York newspaperman said in the last century:

When a dog bites a man, that is not news; but when a man bites a dog, that is news.

THE TENNESSEAN
EDITORIALS
'On Second Thought I Might Want To Come In Too!'
Trying To Make Congress A Scapegoat Won't Help
Violent Crime First Concern
Child Labor Problems
Hard Sacrifice For Uruguayans
Turn Toward Decency Up To Nixon
OPINIONS
Foreign Aid Not for Poor
Grain Dealers Profit Twice
Nixon Aimed Speech at 'Middle America'
Percy Bandwagon Takes to Road
Stormy Weather for Senate Committee

Editorial Page

Opposite Editorial (or "Op-Ed") Page

The Opinion Pages

☆ Syndicated Opinion Columns ☆ Editorials
☆ Letters to the Editor ☆ Cartoons

One day, an executive of The Tennessean ran into a friend downtown.

—The friend had a question for the newspaperman.

—"Is The Tennessean calming down its editorials these days?" he asked.

—"No," the newsman answered, "one of our editorial writers is on vacation."

A few days later, the editorial writer who had been on vacation came back to work.

—When told of the conversation downtown, he was quite pleased.

—He was pleased because the conversation indicated:

1. His editorials were being read in the community.
2. More important, they were being read *thoughtfully.*
3. They were missed when they didn't appear in the paper.
4. Conclusion: *His writings were having an impact on the community.*

A newspaper is a business, and must make money to continue in business.

—But it is *much more than a business.*

—It is a vast fact-gathering organization.

"OF COURSE WE HAVE A FREE PRESS"

—But it is more than that, too.
—It is a *public trust.*
—It is, or should be, a *vital force in the community.*
—It has, for good or bad, a *tremendous influence* on the people who read it.
—Hopefully, the influence is for *good.*

That influence is strongest in the newspaper's editorials.

—In the editorials, the publisher, the editors and the editorial writers tell what they see as *right and wrong with their world.*
—They tell it in words that are often forceful.
—The editorial page is the *heart* of the newspaper.
—And the editorials are the *heartbeat.*
—They throb with the emotions of the publisher, the editors and the editorial writers.
—They throb with *anger,* with *disgust,* with *concern,* and, occasionally, with *joy.*
—Editorials serve many purposes. They:

- *Interpret.*
- *Criticize.*
- *Persuade.*
- *Praise.*
- *Entertain.*
- *Examine alternatives.*

> *"I am always in favor of a free press, but sometimes they say quite nasty things."*
> —Winston Churchill

Editorial pages as we know them would disappear if a dictator took over America.

—C. C. Colton said in 1820:

"Despotism can no more exist in a nation until the liberty of the press be destroyed, than the night can happen before the sun is set."

—Thomas Jefferson put it like this:

"Our liberty depends on the freedom of the press, and that cannot be limited without being lost."

One of the first acts a repressive government takes is to stifle criticism by newspapers.

—A free press and a free society are inseparable. .
—A free press is a roadblock between the *unorganized individual citizen* and the *organized society* which sometimes threatens to swallow him.
—Freedom of the press is not primarily for the benefit of *newspapermen.*
—It is for the benefit of *all the people.*
—Most publishers and editors take their responsibility very seriously.

Does this imply that newspapers are perfect?

—*Far from it!*
—Newsmen—who, after all, are human—have been known to:

- ✓ *Get facts wrong.*
- ✓ *Lose their heads in the heat of a political campaign.*
- ✓ *Misquote people.*
- ✓ *Take editorial stands which later prove unwise.*
- ✓ *Resort to sensationalism.*

But, for all their failings, newspapers are a vital counterbalance in the American system.

—As Wendell Phillips said in 1863:

"We live in a government of men and morning newspapers."

BEST WAY TO SEE IT LIKE IT IS!

Editorial Cartoons

BACKWARD MARCH

There is an old Spanish proverb which says:

"It is better to appear in hell than in the newspaper."

—The Spaniard who coined it may have been the subject of an *editorial cartoon.*

—A cartoon is an editorial comment which has been *drawn* instead of *typed.*

—It uses crayon or india ink instead of words to get its message across.

—*It can be a powerful influence in shaping public opinion.*

—Sometimes its comment is *favorable.*

—Sometimes it is merely *interpretive.*

—But, more often, it is *critical.*

—Harshly so.

For example, in a typical 30-day period, 63 cartoons appeared in The Tennessean.

—Of this 63, the breakdown was as follows:

- *Interpretive or explanatory: 25.*
- *Favorable comment: 1.*
- *Highly critical comment: 37.*

—Words you hear describing editorial cartoons include:

√ *Biting.*	√ *Incisive.*	√ *Satirical.*
√ *Brutal.*	√ *Savage.*	√ *Hilarious.*
√ *Penetrating.*	√ *Cutting.*	√ *Trenchant.*

—Many cartoons in The Tennessean are drawn by the *chief cartoonist* or other artists who work for the paper.

—Others are clipped from other newspapers and reprinted.

—Some are drawn by syndicated cartoonists.

Where do cartoonists get their ideas?

—They stay right on top of the news.

—Some days, they must choose between a half-dozen suitable subjects.

—Other days, a single subject looms so large it can't be ignored.

—There is an occasional day when *nothing* seems worth drawing.

—But, happily, such a day is rare.

Because cartoonists, themselves, are rare people.

—They have keen imaginations.

—They can see that extra *twist* in an event that eludes most other people.

—They have an ability to simplify the complicated.

—To *hone.* To *polish.* To *refine.*

—Sometimes the day's idea comes in a flash of inspiration.

—Sometimes in hours of perspiration.

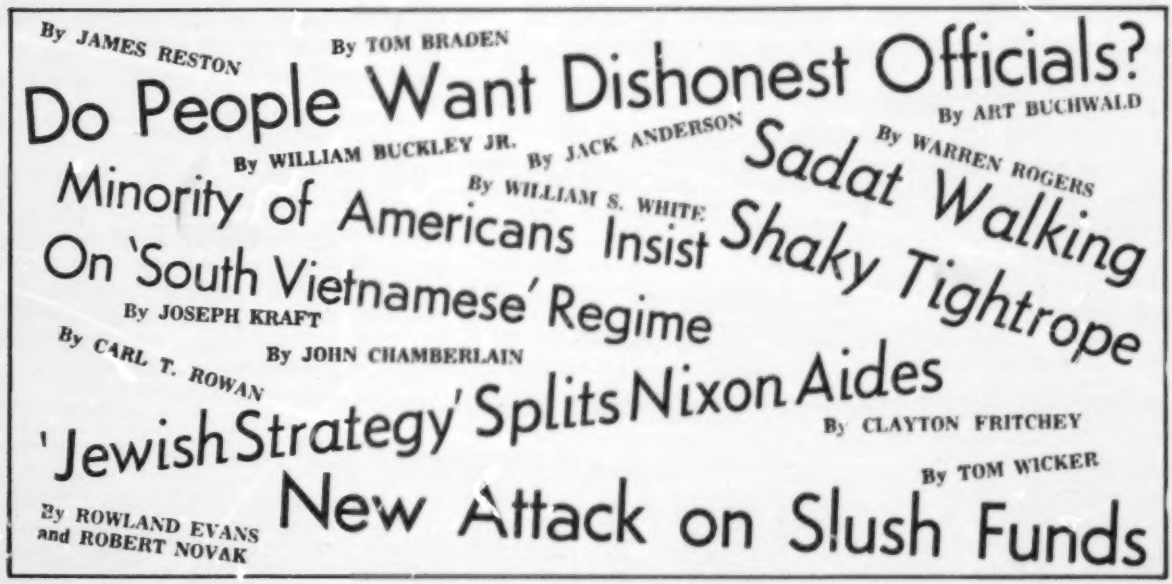
Cartoonists often use symbols to express their ideas. Some of these symbols are:

- ★ *Death:* a skull, or a cloaked skeleton carrying a scythe.
- ★ *Peace:* a dove.
- ★ *War:* Mars, the Roman god of war.
- ★ *The Republican Party:* an elephant.
- ★ *The Democratic Party:* a donkey.
- ★ *Justice:* a set of scales.
- ★ *Vested interests:* a fat man or a fat pig smoking a cigar.
- ★ *U. S. Government:* Uncle Sam.
- ★ *An election:* an old-style ballot box, with padlock.
- ★ *Freedom:* the Statue of Liberty.

—Lately, however, some cartoonists have tried to get away from using symbols.

—They want their daily offerings to be fresh and sprightly.

—If they use a symbol, they try to use it in a different way.



Syndicated Editorial Columnists

People who love a good argument are right at home with The Tennessean's "opinion pages."

—That's where some of the nation's top-notch syndicated columnists have their say.
—The Tennessean subscribes to these columns for good reason:

- *To give readers an in-depth view of the news.*
- *To present conflicting opinion on the meaning of the news.*

—The "line-up" of columns varies from day to day.
—It depends on the timeliness and importance of the columnists' comments.
—But all of the columnists have two things in common:

- ✓ *They are competent observers.*
- ✓ *They are competent writers.*

—Often their opinions and interpretations differ from those of The Tennessean's publisher and editors.

The Tennessean's opinion pages are presented for the enjoyment and enlightenment of people with the time and the desire to explore the issues of the day thoroughly. These pages should not be read in a hurry.

Letters to the Editor

One day, a subscriber to The Tennessean was hopping mad.

—He was upset about the wording of a story in the paper.
—He didn't think the reporter had handled the matter fairly.
—So he called in to say he wanted to cancel his subscription.

The circulation director explained he didn't want any reader to quit taking the paper.

—Instead, he suggested that the irate subscriber write a letter to the editor.
—He suggested that the reader explain in detail why he was unhappy with the coverage of the event.
—So the reader sat down and wrote a thoughtful letter.
—It appeared in "Letters to the Editor" a few days later.
—Another reader had had his say.

The "Letters to the Editor" column is a space reserved for readers to talk back to the newspaper.

—Or to agree or disagree with people quoted in the paper.
—Or with other letter writers.
—Or where they can comment on a subject all their own.

Of course, not all letters sent to the paper appear in print.

—There are too many of them.
—But the best ones do.
—And are *welcomed* by the newspaper.

How Does a Newspaper Find Its Stories?

Like everyone else, newspapermen sometimes become upset.

There's one thing that upsets them most.
That's when something important happens in town one day . . .
But they don't find out about it until the *next* day.
It is particularly upsetting if they read about it in *some other newspaper*.
This means they have been *beaten* on the story.
This means they have been "*scooped.*"

Newspapers like to get news in print the next edition after it happens.

They like to give the news to readers while it is still *hot*.
While it is still *new*.

(Continued)

BUDDIES/mott

Nashville will soon have two sets of Big Brothers -- the well-known Big Brothers of Nashville and the newer nationally affiliated Buddies of Nashville.

The Big Brothers, probably best known for their annual delivery of Christmas baskets to needy families around town and sale of tabloids to support their work, have been helping people in the area for several decades, but are not affiliated with the national Big Brothers of America.

Buddies of Nashville, which started in 1970 as Buddies, Inc., is now in the final stages of achieving national recognition to give Nashville its second set of Big Brothers.

The two organizations, however, perform different and needed services to the community.

Big Brothers offers temporary assistance in the form of money or food and supplies to needy families, while Buddies matches fatherless boys with men in the community who volunteer to spend time with the boys.

Don a Shriver, a spokesman for Buddies, says the group has plenty of boys but not enough men.

more

A LOCAL NEWS STORY

STATE OF TENNESSEE
DEPARTMENT OF PUBLIC HEALTH

FOR IMMEDIATE RELEASE — INFORMATION OFFICE: 741-2745
SUBJECT: HEARINGS ADVANCE — FOR FURTHER INFORMATION CAROLYN LAWRENCE

NASHVILLE, JANUARY 11, 1972 - Tennesseans will get their second chance to react to the state's proposed new air pollution control plan Jan. 13 in a unique set of hearings to be held simultaneously around Tennessee.

Harold E. Hodges, state air pollution control director, said today four state air pollution control board members would act as hearing examiners for the 10 a.m. sessions in Memphis, Knoxville, Nashville and Chattanooga.

In Memphis, Hodges said the hearing officer would be B. B. Winsett at the Memphis-Shelby County Health Department.

In Chattanooga, Harry L. Dethero, Cleveland Mayor, would be the hearing examiner at the Jaycee Towers Meeting Room.

In Knoxville, board member Birney Fish would preside at the University of Tennessee Student Center Auditorium, and in Nashville, Dr. John Ewing would preside at the UT Center Auditorium.

Tennessee's proposed Clean Air Plan is required by the federal government later this month to show how the state will meet federal anti-pollution standards by 1975.

State officials called a second set of hearings last month after a Dec. 1-2 hearing in Nashville drew wide response and requests for an opportunity for greater public participation.

-30-

A PRESS RELEASE

And so newspapers go to great lengths to uncover the news.

—They try to set up a *foolproof* system for finding out what's happening.
—In their *city*.
—In their *state*.
—In their *nation*.
—In their *world*.
—It's an expensive and complicated system.
—And it usually works.

How does The Tennessean find the stories it carries? Here are some ways:

1. It assigns reporters to cover *"beats"* where events are likely to happen:
   - The police station. • The courthouse.
   - The state capitol, etc.
2. It has several *general assignment reporters* ready to cover any type of happening:
   - √ Fires, accidents.
   - √ Unusual weather (floods, tornadoes, severe freezes).
   - √ Important speeches.
   - √ Press conferences with "big name" visitors.
   - √ Deaths.
3. It keeps a file on events that take place regularly, such as:
   - ☆ Christmas parade. ☆ Opening of school.
   - ☆ Metro council meetings.
4. It engages extensively in investigative reporting.
   —This means digging for stories that aren't readily apparent.
   —This is a very important part of newspapering.
5. It monitors police radio frequencies.

Dennis the Menace — *By Hank Ketcham*

"Newspaper boys is like cowboys, Joey. Straight shooters, good guys an' born to the saddle!"

NYT52
MARS
BY WALTER SULLIVAN
(C) 1972 NEW YORK TIMES NEWS SERVICE

NEW YORK, JAN. 11--THE DUST STORM ON MARS IS OVER AND THE MARINER 9 SPACECRAFT, IN ORBIT AROUND MARS SINCE LAST NOV. 13, IS SENDING TO EARTH THE MOST DETAILED PICTURES OF ANOTHER PLANET EVER MADE PUBLIC.

THEY HAVE ALREADY REVEALED AREAS OF LANDSCAPE DEEPLY PITTED IN A MANNER THAT HAS SCIENTISTS MYSTIFIED. ALSO EVIDENT ARE EXTENSIVE "LEOPARD-SPOT" PATTERNS, GREAT, CANAL-LIKE CANYONS, SIGNS OF VOLCANIC ACTIVITY AND OF HEAVY EROSION.

"THE PROCESS THAT MIGHT DUPLICATE THIS TYPE OF PITTED TOPOGRAPHY ON EARTH," ACCORDING TO DR. ROBERT SHARP, OF THE CALIFORNIA INSTITUTE OF TECHNOLOGY, "IS SO OUT OF PHASE WITH WHAT WE'VE THOUGHT ABOUT MARS THAT IT'S JUST AMAZING."

SHARP IS PROFESSOR OF GEOLOGY AT CAL TECH.

THE MARINER MISSION IS BEING CARRIED OUT BY CAL TECH'S JET PROPULSION LABORATORY IN PASADENA. WHILE TWO SOVIET VEHICLES ARE ALSO REPORTEDLY SENDING MARS PHOTOGRAPHS, SO FAR AS IS KNOWN HERE NONE HAVE BEEN MADE PUBLIC.

THE "LEOPARD-SPOT" PATTERNS ARE OF SPECIAL INTEREST IN THAT SOME, IF NOT ALL, SEEM TO CHANGE FROM WEEK TO WEEK.

A NEWS SERVICE WIRE STORY

6. It welcomes news announcements *(releases* or *handouts)* from many sources, such as:
   - Colleges.
   - Government offices.
   - Clubs.
   - Entertainment promoters.
   - Labor unions.
   - Churches.
   - Social agencies.
   - Business and industry.
   - Charities.
   - Civic organizations.
7. It receives *"news tips"* from various sources:
   —People who feel they have been mistreated.
   —Subscribers who call in on the telephone.
   —Friends who tell an employe at the newspaper.
   —Somebody who is mad at somebody.
8. It's sometimes just plain lucky.
   —A remark is overheard in an elevator.
   —Somebody talks too loudly at a cocktail party.
9. Its staff members read magazines and other newspapers carefully.
10. It maintains a staff of *"stringers"* (correspondents) who report news in Middle Tennessee towns.
11. It subscribes to *"wire services."*
    —These report news, nationwide and worldwide.
    —The news is transmitted to the newspaper office by *teletype*, day and night.
12. It has a Washington correspondent to keep tabs on Tennessee news in the U.S. Capital:
    —Activities of Tennessee's U.S. Senators and Representatives.
    —Actions of governmental agencies affecting Tennessee.
    —Washington events of special interest to Tennesseans, etc.

Datelines and Bylines

A newspaper reporter gets paid for his work in a number of ways.

—Most obvious of these is his weekly paycheck.
—Reporters like to joke about how little money they make.
—It's true that most of them could make more money in some other line of work.
—Such as public relations.
—Or selling cars.
—But it's also true that most reporters wouldn't swap jobs with *anybody* outside the newspaper business.
—Besides, the pay isn't really all that bad.

There are other ways a reporter gets paid.

—He goes places most other people never go.
- √ Inside a mine.
- √ Into the offices and homes of famous people.
- √ Into otherwise closed meetings.
- √ Right up front with the combat troops.
- √ Inside the police lines at a fire.
- √ Inside the murder house.

—He gets paid in *satisfaction*.
- He writes stories that give people *enjoyment*.
- Stories that help people be *healthier*.
- And *happier*.
- Stories that sometimes actually *save lives*.
- Stories that make his town a better place.

And a reporter gets paid in bylines.

—That means his *name* appears with his story.
—He gets *public credit* for his work.
—Or, if he makes an error, *public blame*.

Many stories also carry "datelines."

—The dateline tells *where* the story happened (if it happened outside Nashville).
—There was a time when it also told *when a story was written*, such as "TOKYO (May 12, 1912)."
—That was because stories sometimes took days or weeks to reach the "outside world."
—But no more.
—Communications are so swift today that the date isn't necessary.

Datelines sometime include the name of the news service filing the story:

- ☆ AP (Associated Press).
- ☆ UPI (United Press International).
- ☆ NEA (Newspaper Enterprise Assn.).
- ☆ New York Times News Service.
- ☆ Washington Star, etc.

By WAYNE WHITT By EUGENE WYATT By GEORGE ZEPP
By F. M. WILLIAMS
By LOUIS NICHOLAS By MAX YORK By ROBERT KOLLAR
By DWIGHT LEWIS
By CLARA HIERONYMUS
By LARRY WOODY By JIMMY CARNAHAN By HENRY WALKER
By JACKIE WHITE By BILL HILES By VIRGINIA KEATHLEY
By MARGARET L. WARDEN By NANCY FARLEY B JERRY THOMPSON
By DOLPH BONECKER By MARSHA VANDE BERG
By FRANK SUTHERLAND By EMMIE CALDWELL By JERRY BAILEY
By KENNETH JOST By GEORGE WATSON JR.
By Hugh Walker By CANDY MCCAMPBELL By ALBERT GORE JR.
By SUSAN BRANDAU
By BILL PRESTON JR. By CHARLES L. FONTENAY By JEFF HANNA
By PAT WELCH By BETTY CALDWELL By Louise Davis
By ALEX BONTEMPS with ELMER HINTON
By FRANK GIBSON
By J. T. PHILLIPS By JOHN HALE By JIMMY HOLT
By BOB STEBER By KEEL HUNT BY NAT CALDWELL
By TOM GILLEM By JIMMY DAVY By ALBERT CASON
By LARRY DAUGHTREY By W. A. REED
— By Joe Hatcher — By KATHY SAWYER WITH JOHN BIBB
By KATHLEEN GALLAGHER
By MARY FRANK KING By TOM SQUIRES

BELFAST (AP) — British soldiers shot five persons dead yesterday — two sisters in

MOSCOW (AP) — About 90 Soviet Jews were detained

BUDAPEST, Hungary (UPI) — A Hungarian correspondent reported in a

STOCKHOLM (UPI) — Chilean Pablo Neruda, loved and admired as a poet but

KARACHI, Pakistan, — The Pakistan government claimed,

BUENOS AIRES (AP) — Bobby Fischer, 28, of the United States defeated Tigran

HONG KONG (UPI) — Dr. Henry Kissinger, adviser to President Nixon, neared the

QUANG TRI, Vietnam (UPI) — Some call him Junkie or Crazy. To most he's

BOSTON (AP) — A Polish fisherman jumped ship yester-

HOLLYWOOD (AP) — "It's pornography. Nothing more

EAST LANSING, Mich. (AP) —Dollar bills will be doled out

DENVER (AP) — Dickie Post, a veteran running back, was traded to the Houston Oilers yesterday. Bronco Coach and General Manager Lou

UNITED NATIONS, N.Y. (AP) — Secretary-General U Thant's fellow executives in

DECORAH, Iowa (AP) — Fred Moen, former Associated Press chief of bureau in

MILWAUKEE (UPI)—Mrs. Lois Nakielski says she is 5-foot-9. 126 pounds and meas-

MIAMI (AP) — Philip Wylie, who wrote 34 books that castigated everything

CELINA, Tenn. — Services for John Butler Overstreet, 73, retired postmaster of Celina,

HARTSVILLE, Tenn — The chairman of the Trousdale

WOODBURY, Tenn. — Services for John Wiley Melton, retired carpenter will

FAYETTEVILLE, Tenn — Services for Robert L. Farrar III, 45, of Brentwood.

MANCHESTER, Tenn. — George R. Turner, 73, retired financial manager for Arnold

COOKEVILLE, Tenn. — Newly elected officers of Tennessee Tech's Alumni Associa-

SMITHVILLE, TENN. — When the new DeKalb County Courthouse is dedicated here

CLARKSVILLE — Montgomery County General Sessions Court Judge Billy M. Hickerson, 46, was found dead at his home in Clarksville last night.

The Truth Generally Lies Under the Surface

A good newspaper reporter would make a good police detective.

—He is skilled at finding *facts*.
—These are facts that somebody often doesn't *want* him to find.

Detectives and reporters discover one thing early in their careers.

—The *true* facts about a situation are seldom *simple*.
—And they are often deeply *hidden*.
—They are like an *iceberg*.
—About an eighth of an iceberg is *visible*.
—The other seven-eighths lies under the water.
—You see only the *tip* of the iceberg.
—Or of the facts.
—This is why reporters spend so much time diving for the facts.

A reporter often sticks his nose in places where it's not wanted.

—Where conditions in some nursing homes are deplorable.
—Where strip miners do great damage to the countryside.
—Where Tennessee walking horses are mistreated.
—Where criminals pretend insanity to escape justice.
—Where legislators operate in secrecy behind closed doors.
—Where politics influences hiring and firing in government.
—Where patients are mistreated in a mental institution.
—Where private citizens get the runaround from governmental agencies.

This is called "investigative reporting."

—It often results in the most important news in the paper.
—And the target is often some *agency of government*.
—Government agencies are happy to give out information that makes them look good.
—But government people sometimes try to "cover up" bad news.

One or the most important functions of a

(Continued)

newspaper is to throw a strong light on government and report what it sees—good and bad.

And so reporters say to public officials: "May I ask you a question or two?"

—"Why did it cost that much?"
—"Who stands to make the profit?"
—"Why hasn't it been finished yet?"
—"What's the connection between so-and-so and such-and-such?"

That's diving for the facts.

—That's seeking information to give the reader a fuller story.
—That's searching for deeper, hidden meanings.

Thomas Jefferson summed it up many years ago:

"Were it left to me to decide whether we should have a government without newspapers, or newspapers without a government, I would not hesitate a moment to prefer the latter."

Many years later, another President—Herbert Hoover—said it another way:

"Absolute freedom of the press to discuss public questions is a foundation stone of American liberty."

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Why So Much "Bad" News In the Paper?

For a long time, people have been complaining about "bad" news.

—In 1594, Thomas Kyd observed: *"Evil news flies faster than good."*
—In 1611, John Davies opined: *"Ill news are commonly true."*
—And in 1616, James I wrote: *"No newis is bettir than evill newis."*

More lately, people have asked: "Why is there so much bad news in the newspaper?"

—Newspapermen have given a lot of thought to the answer.
—Or, more correctly, to the *answers.*
—Because there are many answers.

* * *

A Virginia editor, Will Winstead, summed it up:

—News is many things.
—It is natural phenomenon and human endeavor.
—It is murder and rape and arson.
—It is births and marriage and deaths.
—It is war and pestilence and turmoil.
—It is progress and development and achievement.
—News is magnified by drama, surprise, significance.
—The underdog team that wins is worth a bigger headline than the favorite that wins.
—The assassination of a President is more newsworthy than the President living another day.
—Who would read a story about a bank that went through another day without being robbed?
—Or a taxi driver who got home from work without being mugged?
—News is both the good and the evil that men do.
—The evil cannot be wished away.
—*Only by learning of "bad" can men make decisions for "good."*
—*A newspaper must serve the public by reporting what people would rather not read as well as what they want to read.*

"Bad" news in the newspaper often leads to worthwhile results.

—A story about a home robbery encourages readers to protect themselves against similar robberies.
—A story about a wreck on an interstate bridge warns readers to beware the danger spot.
—A story about a murder points up the need for better law enforcement.
—There may have been a day when newspapers had to play up bad news to sell papers.
—*That is no longer true.*

★ ★ ★

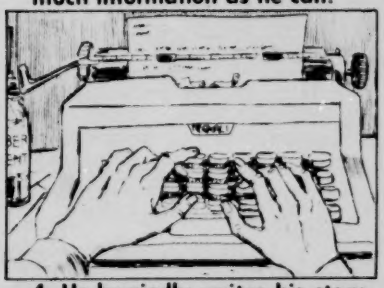
Actually, there is more good news in the paper than most people realize. It's usually not as eye-catching as the "bad" news. But it's there. All you have to do is look for it.

HOW A LOCAL STORY GETS IN THE NEWSPAPER

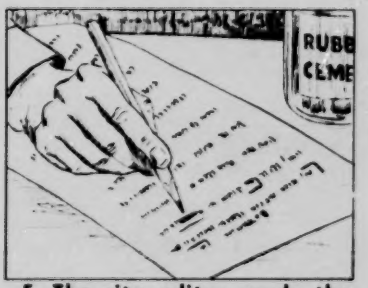
1. The city editor learns a fire has broken out at an industrial plant, and sends a reporter to cover it.

2. The reporter talks to firemen and other witnesses, gathering as much information as he can.

3. Returning to the office, he phones for more facts.

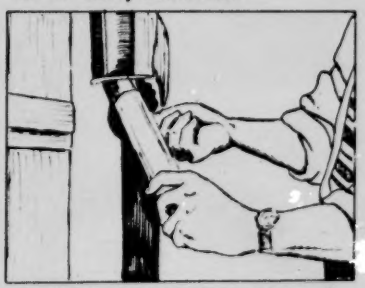


4. He hurriedly writes his story for an early deadline.

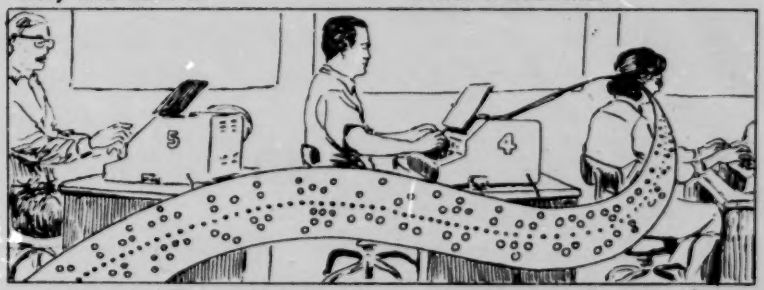


5. The city editor reads the story and edits it.

6. A copyreader reads it and writes a headline.

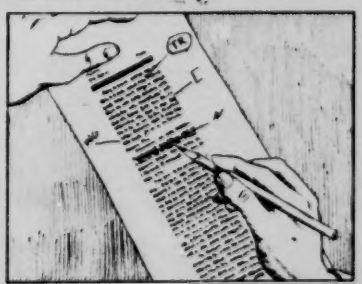


7. A tube takes the story to the composing room.



8. The story is punched on a long strip of tape, taking the form of holes in the tape.

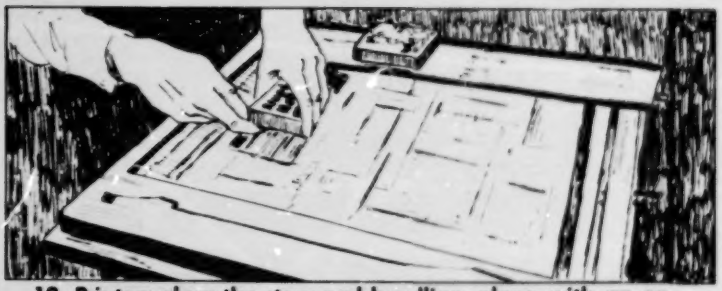
9. The tape activates a hot-metal line-casting machine.



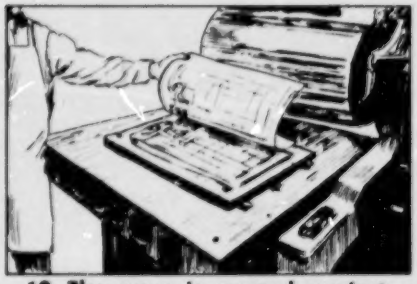
10. The type is "proved" and the proof is read for errors.

11. The headline is also set and cast in hot metal.

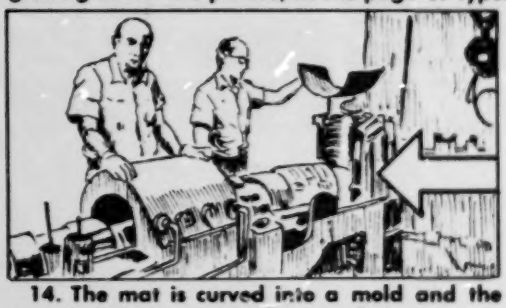
(CONTINUED ON NEXT PAGE)



12. Printers place the story and headline, along with an engraving of the fire picture, in the page of type.



13. The page is pressed against a "mat" in the stereotype dept.



14. The mat is curved into a mold and the page is cast as a curved press plate.

15. A conveyor takes the plate to the press room where it is placed on a curved press cylinder for printing.

16. The loading dock of a newspaper at edition time is one of the busiest places in town—the papers leave before the ink is dry.

17. A carrier delivers the paper by dawn's early light.

18. Over breakfast, the subscriber reads about the fire.

But Changes Are on the Way!

The "hot metal" system of printing described on pages 21 and 22 has been a way of life at The Tennessean for many decades. But it is now being replaced by the "cold-type" method. This new printing technology uses high-speed computers and photo-typesetters to produce a newspaper faster and more efficiently, with less errors. The Linotype machine (shown in panel No. 9) has long been the "workhorse" at the newspaper. It is now being put to pasture. This changeover at the Tennessean will take many months to complete.

What To Believe In the Newspaper

Thomas Jefferson once said:

> *"The man who never looks into a newspaper is better informed than he who reads them, inasmuch as he who knows nothing is nearer the truth than he whose mind is filled with falsehoods and error."*

Newspapers are like mothers-in-law:

> √ *They are the butt of many jokes.*
> √ *You sometimes get aggravated with them.*

★ ★ ★

Jefferson wasn't joking—and he appeared quite aggravated—when he said the harsh words above.

—In view of his pro-newspaper statements at other times, however, the statement shouldn't be taken completely seriously.

—Anymore than you should take too seriously the long-time, loyal reader who declares:

> *"You bet I believe everything I read in The Tennessean. Always have and always will!"*

—Such unqualified testimonials—or condemnations—are rare.

The question: "What should you believe in the newspaper?" The answer:

1. *Most* things you read in the paper are *true.*
2. *Some* things are *doubtful.*
3. A few things are *not true at all.*
4. It takes a thoughtful reader to tell the difference.
5. *But the clues about what to believe and what to question are generally found right there in the story itself.*
6. Newspapermen put those clues in there on purpose.
7. The last thing they want to do is *fool a reader deliberately.*
8. If a reporter suspects a statement is *not* true, he will try to get the truth from another source.
9. If a reporter is honestly mistaken, or has been lied to, he will correct the mistake later, when he finds out about it.

Consider these factors:

—Reporters are *professionals.*
—They try to look at events as *accurately* and *impartially* as possible.
—Like other human beings, they have their *likes* and *dislikes.*
—They admit this, and try to overcome it in their work.
—They do their best to keep their likes and dislikes in the background.
—Sometimes, however, their biases show through in their stories.
—But not often.
—Because everything a reporter writes is *checked by two or three people* before it gets into print.

Now for those clues about what to believe and what to question.

—You must understand *"attribution."*
—In most stories, the writer lets you know where he got his information.
—He *attributes* the quotes, the facts, the opinions.
—Unless you understand attribution, you can't read the paper intelligently.

If the story says, "The mayor said . . .," the attribution is perfectly clear.

—But you've got to decide whether to *believe* what the mayor said.
—Or the reporter may choose to use a vague phrase of attribution:

- *"It is said . . ."*
- *"It is believed . . ."*
- *"It is reported . . ."*
- *"It was alleged . . ."*

—This may mean the reporter has received the information from someone he trusts, but still is unsure of it himself.
—Or he may have been given the information on condition he would not reveal the source.
—If he is positive of the information, but cannot reveal the source, he may say something like:

(Continued)

TUMBLEWEEDS
HOW DO YOU LIKE BEIN' A NEWSPAPERBOY, PERC?
DESERT DENOUNCER
FINE!
10-16
IT HAS ITS HAIRY MOMENTS THOUGH
OH?
WHEN YA STOP TO REALIZE THE DESTINY OF THE FOURTH ESTATE RESTS ON YER SHOULDERS

√ *"It is reliably understood . . ."*
√ *"It is reported on good authority . . ."*

—The reader should be wary of *any* controversial statement when no source is mentioned.
—The reader should ask: *"Who said so?"*
—In fact, the reader should question *every* statement or explanation of any importance.

Remember:

—The reporting of a particular position by someone *does not make this the position of the paper.*
—The paper simply reports the news; it does not make it.
—Don't confuse what is wrong with what you don't like.
—A story is not wrong because the reader doesn't like what's in it.
—Readers sometimes disagree with the way a reporter explains a situation with which they are familiar.
—The objection may be justified.
—Or it may mean the reader can't look at the situation as objectively as the reporter.

A reader should be as impartial in his reading as he expects a reporter to be in his writing.

More and more interpretive stories appear in the paper these days.

—Editors believe it makes sense to use the *specialized background knowledge* of reporters in this way.
—A newsman who has covered a beat (news area) for some time knows a lot about it.
—He knows more about it than most of his readers.
—More even than his editors.
—His interpretation of events can be invaluable.
—*Interpreting* the news should not be confused with *slanting* the news.
—That is, with ***misleading the reader deliberately.***

Readers must be careful not to jump to conclusions.

"Rogers has been charged with murder" does not necessarily mean "Rogers is a murderer." A charge is not a conviction. "Police reconstructed the crime as follows" does not necessarily mean that's the way it happened.

A thoughtful New York newspaperman once made these points:

—To make democracy work, it is important that citizens *reach their own conclusions.*
—They should not swallow ready-made opinions.
—They should not simply parrot what they have read in an editorial or a column.
—They should think the matter out for themselves.
—But first, they must *get the facts.*
—Few things are completely *good* or *bad.*
—They are usually somewhere in between.
—Advocates of a cause have a way of:

- *Putting their case in the best possible light.*
- *Putting the opposition in the worst possible light.*

—Beware advocates of causes.
—When you hear something denounced, do not instantly accept the denunciation.
—Rather, make an effort to hear the other side.
—That is the *intelligent* way.

Errors in the Paper

One day, a staff writer turned in an article to his editor at The Tennessean.

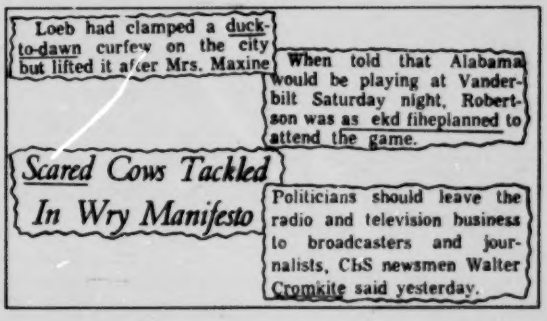
—It was a long story, perhaps 2000 words.
—Just for fun, as the editor edited the story, he counted the number of misspelled words.
—After he had finished editing the story, he called the reporter to his desk.
—"George," the editor said, "you misspelled nine words in this story!"
—"Yeah," George said, "but look how many I got right!"

Truth is, it's remarkable there aren't more errors in the paper.

—More *misspelled names.*
—More *linecasting mistakes.*
—More *garbled paragraphs.*
—More *upside-down lines.*
—More ***stories ending in the middle of a sentence.***
—More *misquotes.*
—More *wrong addresses.*
—More *improper identification.*
—More *inaccurate facts.*

Because a daily newspaper is produced under great pressure.

—It is written, edited and put together at high speed.
—Every time you turn around, there's another deadline to meet.
—The atmosphere has been called "controlled chaos."
—The wonder is that the paper manages to get out at all, some nights.


Loeb had clamped a duck-to-dawn curfew on the city but lifted it after Mrs. Maxine
When told that Alabama would be playing at Vanderbilt Saturday night, Robertson was as ekd fiheplanned to attend the game.
Scared Cows Tackled In Wry Manifesto
Politicians should leave the radio and television business to broadcasters and journalists, CbS newsmen Walter Cronkite said yesterday.

Mistakes and typographical errors are inevitable.

—But a good newspaper tries hard to make as few mistakes as possible.
—And it is willing to correct those it does make.

Photo-Journalism

THE TENNESSEAN
U. S. Vetoes U. N. Move Against Israel Reprisals
Youth's Death 'Unrelated' To Munich Gunfire Reports
Too Late Now, Even for Screams
Guards Available, Dunn Told
Kremlin Talks May Include Nixon Official
MLAC Planning Music Format
'Just Thought I'd Drop In'
Belmont's Business Center Dedicated
Governor Joins Prison Visitors

HOW DULL A NEWSPAPER WOULD BE WITHOUT PHOTOGRAPHS!

The greatest eye-catchers in a newspaper are photographs:

- A student lies dead after a rifle volley on a college campus.
- A tornado touches a Western town with its deadly tail.
- A beautiful little girl lies in a coma, her doll clutched in her arms.
- A halfback plunges through the air like a human bullet.
- A woman cries quietly outside a courtroom door.
- A winning candidate's headquarters goes wild with jubilation.
- Glamorous couples dance at a gala ball.
- Thousands of dead fish float in a polluted stream.
- Soldiers ride a tank into battle.
- City councilmen stage a shouting contest.
- Young lovers stroll through the park in spring.
- A horrible accident blocks a highway.
- The large eyes of a starving child stare silently.

★ ★ ★

Photograpers play a vital role on the newspaper team.

—They are news reporters who write their stories on film.

—Their pictures tell dramatic stories at a glance.

—Imagine how dull a newspaper would be without photographs!

—A picture in the paper can:

☆ **Illustrate.** ☆ **Entertain.**
☆ **Inform.** ☆ **Arouse.**

—As the old Chinese proverb says, a picture is worth more than 10,000 words.

★ ★ ★

The Tennessean employs a large staff of photographers.

—They shoot both colorphotos and black-and-white pictures.

—They use a large photo laboratory (lab) at the newspaper office to develop and print their pictures.

—Most of the photographers have two-way radios in their cars.

—They remain in constant touch with the newspaper office.

—They can be dispatched quickly to the scene of a news happening.

—Their assignments take them throughout the newspaper's readership area.

—Sometimes they go to distant places to shoot pictures.

But most pictures from outside Middle Tennessee are provided by news services.

—Their photographers are on duty in most parts of

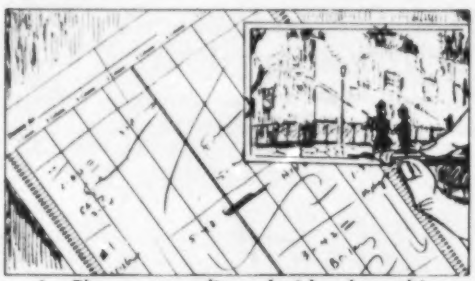
(Continued)

HOW A LOCAL PICTURE GETS IN THE NEWSPAPER

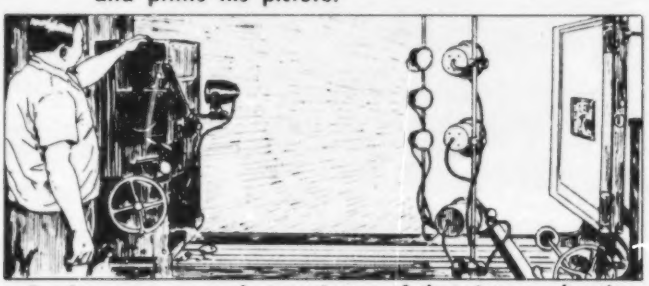
1. The city editor sends a photographer to a fire by calling him on the car radio.

2. The photographer makes several pictures at the fire.

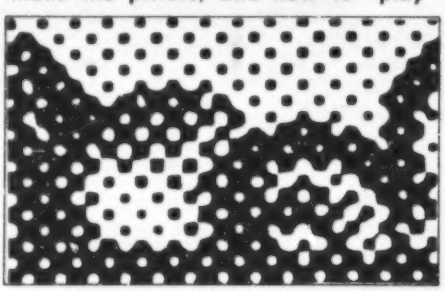
3. He returns to the office, develops his film, and prints his picture.



4. The news editor decides how big to make the picture, and how to "play" it.

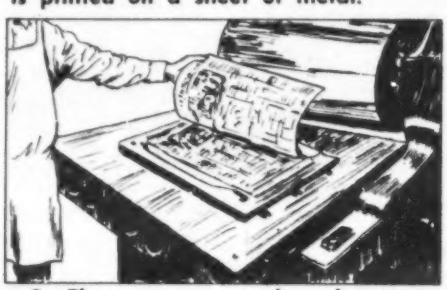


5. An engraver makes a picture of the picture, shooting through a screen so the photo becomes lines of dots.

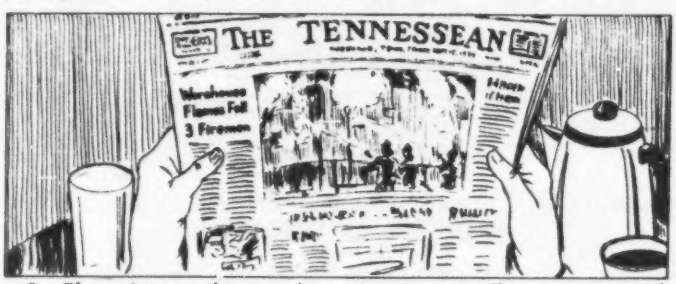


6. The screen (here much enlarged) is printed on a sheet of metal.

7. The metal engraving (or "cut") is taken to the composing room and placed in a page with the type.



8. The cut moves through stereotype and on to the press room.



9. The picture the reader sees is actually a series of tiny dots of ink printed on the newsprint.

the world.
—They are in more than 100 nations.
—Their news pictures can be transmitted to Nashville in a matter of minutes.
—They are sent here by means of a wirephoto network.
—This network connects most major cities of the world.
—Sometimes the pictures are transmitted by radio.
—But, usually, undersea telephone cables linking the continents are used.

Example: A student riot rocks Paris, France.

1. A photographer "shoots" violence in the streets.
2. He goes to a photo lab and develops his film.
3. He prints the picture to be sent out on the wirephoto network.
4. The photo is mounted on a drum rotating in the transmitting machine.
5. All over the world, newspapers who want the picture have their receiving machines connected to the network.
6. In Paris, an electronic scanner moves across the photograph as it turns on the drum, picking up details of the picture.
7. Electronic impulses are sent out on the telephone circuits linking the newspapers on the network.
8. In a fraction of a second, the impulses arrive at receiving machines in the various newspaper offices.
9. Scanners bombard photographic paper with the impulses, and—presto!
10. The riot picture is in Nashville!

About seven minutes is required to transmit a wirephoto on the network.

—Another 20 seconds is needed to "develop" the picture at The Tennessean.
—It's then ready to be published in the next edition of the paper.

★ ★ ★

Tennessean photographers sometimes use a portable wirephoto transmitter to send pictures from out-of-the-way places.

—All you need are:

- ☆ Running water.
- ☆ An electrical outlet.
- ☆ A telephone.

—The running water is necessary to develop the film and wash the print.
—The electricity is necessary to operate the enlarger.
—The telephone line is necessary to transmit the photo.
—A bathroom serves nicely as an emergency photo lab.

Color Pictures

(Colorphotos)

Take a magnifying glass.

—Look at a *news colorphoto* in the paper.
—You will find it quite interesting.

How do you print a colorphoto in the paper?

—Much like you print a black-and-white photo.
—Except you have three half-tone engraving plates instead of one.
—One of the plates is for red ink.
—One is for yellow.
—One is for blue.

These three plates are printed one on the top of the other.

—First the blue, usually.
—Then the red.
—Then the yellow.

Take a closer look with your magnifying glass.

—You will see all the tiny dots.
—Some are red, some yellow, some blue.

You can print any color there is by combining red, yellow and blue dots—even black and white.

A 'Little Newspaper' in Itself:

The Sports Section

The word "fan" (as in "sports fan") is interesting.

—It is thought to be an abbreviation of a longer word: *fanatic*.
—The dictionary describes a fanatic as a person "marked by excessive enthusiasm and intense uncritical devotion."

That's a sport fan, alright.

—Uncritically devoted.
—Excessively enthusiatic.
—If you don't believe it, go to a basketball game.
—Listen to the crowd when there are eight seconds to play.
—The home team is one point behind.
—The other team has the ball.
—The home team steals the ball.
—And scores.
—*Just listen!*

The sports section of a newspaper is for fans like these.

—It is for fans who go to the game . . .
—And would like to know what was said in the locker room later.
—It is for fans who *can't* go to the game . . .
—B :t want to know, anyhow, just what happened.
—It is also for the players.
—And the coaches.
—And the referees.
—But it is mostly for the *fans*.

The sports section is a "little newspaper" in itself.

—A paper within a paper.
—It's tucked away inside the big newspaper.
—It has its own sports *editor*.
—Its own *editorials* (sports columns).
—Its own *reporters*.
—Its own *language*.

It tells of the "controlled violence" of athletics.

—Its headlines exude mayhem:

- "Unbeaten Bucks *Blast* Cavaliers"
- "Georgia *Jars* VU, 24-0"
- "Gators *Slap* Seminoles"
- "Centre College *Belts* Tigers"

—Its stories are sprinkled with strange words and

(Continued)

ANDY CAPP
YER'VE GOT A MENTION IN THE PAPER, ANDY. IT'S ABOUT YOUR RUGBY PLAYIN' LAST SATURDAY—
REALLY?
YES, IT SAYS THE REST OF THE TEAM WERE PLAYIN' SOCCER
JOURNALISTS! 'AVE YER EVER MET A SOBER ONE?!

with familiar words used in strange-sounding ways:

- ★ *Wishbone.*
- ★ *Kegler.*
- ★ *Red-dog.*
- ★ *Birdie.*
- ★ *Eagle.*
- ★ *Bogey.*
- ★ *Turnover.*
- ★ *Scrimmage.*
- ★ *Photo finish.*
- ★ *Bullpen.*
- ★ *Texas leaguer.*
- ★ *Squeeze play.*

Many sports stories have great appeal, even to non-fans:

—The polio victim who comes back to make the team.
—The player who goes to court to challenge the rules of an organized sport.
—The "old man" who wins another one.

The sports section touches on many subjects:

- ✓ Archery.
- ✓ Badminton, baseball, basketball, bicycle racing, bowling, boxing.
- ✓ Camping, canoe racing, cricket.
- ✓ Dog shows, dog trials.
- ✓ Fencing, fishing, football.
- ✓ Golf, gymnastics.
- ✓ Handball, horse racing, horseshoes, hunting.
- ✓ Ice hockey.
- ✓ Ping-Pong, polo, Rugby.
- ✓ Sailing, skeet shooting, skiing, soccer, softball, swimming.
- ✓ Tennis, track.
- ✓ Volleyball.
- ✓ Weight lifting, wrestling.

Woman's News

In many ways, we live in a woman's world.

—The Tennessean recognizes this.
—It gives considerable space to news of primary interest to women.

There was a time when this was called the "society section."

—That was back when there was more emphasis on the "doings" of the "social set."
—But that has changed.
—The doings of the social set are still reported, to some extent.
—But the emphasis has shifted to a more *practical* kind of woman's news.
—You read more about the homemaking arts:

- Sewing.
- Cooking.
- Food marketing.
- Decorating.
- Etiquette.

—Fashions are big.
—So are women in the news.
—And cultural activities.
—And charities.
—Gala annual social events get a big play, too:

- ☆ The Swan Ball.
- ☆ The Symphony Royale.
- ☆ The Hunt Ball.
- ☆ Eve of Janus.

But there's less of such things as:

- Weddings.
- Engagement announcements.
- Parties.
- Personals.
- Showers.
- Teas.

Nashvillian Elected Virginia's Young Woman of the Year

Market Basket
Menu Planning Aids Quality, Economy

Miss Nichols Marries John C. Hornaday Jr.

'unior Group Will Work On 'Project'

Mildred Gives Advice To Young Housewives

Real Estate Group Bid To Dilute Zone Text Turned Back

By HUGH LaFOLLETTE

The Metro Planning Commission decided yesterday to ville Home Builders, Apartment Owners and the Board of Realtors.

N.J. Consumers No Longer Pay If Goods Bad

TRENTON, N.J. (AP) — Under New Jersey law, consumers no longer will have

Both Parties' Leaders Back Dollar Move

WASHINGTON (UPI) — President Nixon won endorsement of his plans to devalue

Farm Woe Solution Outlined

By ALBERT GORE JR.

The president of Registered Farmers of America (RFA) outlined a "solution to the farm problem" Tuesday

MacAnF .20b	35	16¼	15⅝	15⅝	— ⅛
MacDonald	92	6⅞	6¾	6⅞	— ⅛
Macke Co .30	67	14⅝	14¼	14¼	— ⅛
Macy RH 1	25	47	44½	47	+ 3⅛
Mad Fd 1.45g	69	17⅛	16⅜	16⅜	— ⅛
Mad Sq Gar	67	4	3⅞	3⅞	— ⅛
Magic Ch .60	38	46½	45⅜	45⅜	— ⅛
Magnvox 1.20	486	46⅝	45⅛	45⅜	— 1⅛
Mallory 1.80	5	43	43	43	+ ⅛
MalHrde .44	33	42⅛	41⅝	41⅝	— ⅛
Manhind .54b	10	22	21¾	21¾	— ⅛
Manpowr .72	228	31	30½	31	+ ⅛
MfrsHan 1.56	95	33⅛	32⅝	33	
MAPCO 1	455	40	38⅛	39⅞	+ 1⅞
Mapc pf 1.12	3	51½	51⅜	51½	+ ⅛
Marath 1.60	162	32⅞	31⅞	32	+ ⅛
Marcor .80	1020	30	29¾	29¾	— ⅛
Marcor pf A2	13	60	59	59⅛	— ⅛
Maremnt .51f	129	34⅛	34	34	
Mar Mid 1.70	254	32⅞	32⅛	32½	
MarionLb .40	18	61⅝	61	61¼	
Marlenn .27e	47	65	64⅞	64⅞	— ⅛
Marley .40	14	65⅝	65½	65⅝	+ ⅛
Marquit Cem	90	14¼	14⅛	14⅛	
Marriott .95f	54	56	54⅝	56	+ 1⅛
MarshFd 1.10	27	34⅛	33⅞	34	— ⅛
MartinM 1.10	154	21⅝	21⅜	21⅝	

BusinessWorld

MARKETS • FINANCE • REAL ESTATE

DOW-JONES AVERAGES

NEW YORK (UPI)—Dow Jones closing range:

	Open	High	Low	Close	Change
30 Indus.	914.58	922.03	906.01	910.82	—1.28
20 Transp.	248.36	251.40	246.69	249.08	+1.61
15 Utils.	120.88	122.16	120.21	121.13	+0.28
65 Stocks	317.69	320.81	315.17	317.40	+0.53

Transactions Used in Averages

Indus.	1,578,200	Utils.	306,300
Transp.	556,700	Total	2,441,200

BONDS

40 Bonds	74.06	+0.15
10 1st Rails	53.51	—0.11
10 2nd Rails	67.33	+0.20
10 Utils.	90.00	+0.20
10 Indus.	85.42	+0.30
Commodity Futures Index	147.47	—0.68

Bell Strikers' March Leaves 8 Arrested

NEW YORK (UPI) — Striking telephone workers marched through midtown Manhat-

Jobless Benefits Extension Agreed

WASHINGTON (AP) — Legislation for a special extension of unemployment

IRS Tab Explains Phase 2 Rules

WASHINGTON (AP) — The Internal Revenue Service said Tuesday it is making available a new eight-page booklet designed to explain Phase 2 to Americans.

But symptomatic of the day-to-day policy changes of

Commission Seeks To Hold Down MD Fees

WASHINGTON (AP) — The Price Commission said yesterday that special government

"Pocketbook" News

A daily newspaper carries a lot of business news.

—You might think the term *"business news"* has a dull ring.
—But don't let that turn you off.
—Many business-related stories are quite interesting.
—Some are extremely vital to the reader.

For example:

—Does the family car have a dangerous flaw?
—What drugs or food preparations may be harmful?
—What would a shorter work-week mean?
—Is industrial pollution endangering our health?

Other stories, though less vital, are quite helpful.

—What about no-fault auto insurance?
—What impact will the new tax have?
—Is it costing more to feed a family?
—Will a house cost more to build next year?
—What stores will be located in the new shopping center?
—Why is the price of stereo albums going up?
—What is the relation between retail prices and stores being open on Sunday?
—What new apartment buildings are being planned?
—What new subdivisions?
—Industrial plants?
—Recreational facilities?

People want to know about "pocketbook news."

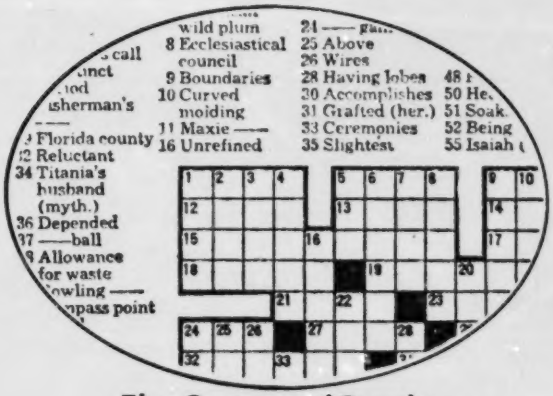
—Some business news is for people with specialized interests:

- Daily stock market reports.
- The bond market.
- Local securities reports.
- Livestock and farm product prices.

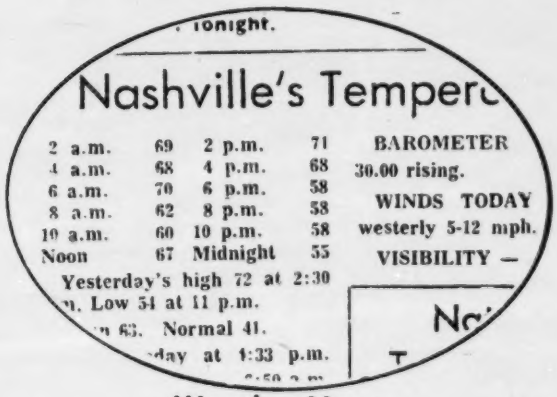
—These appear on the *"Business World"* pages.
—Other business-related stories appear throughout the paper.
—Often, one or more such stories will appear on Page One.

A Newspaper Is Also:

The "Comics"—
Some Funny, Some Dramatic

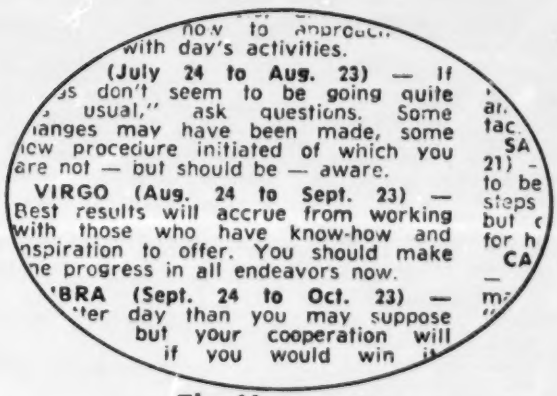


The Crossword Puzzle
And Other Word Games

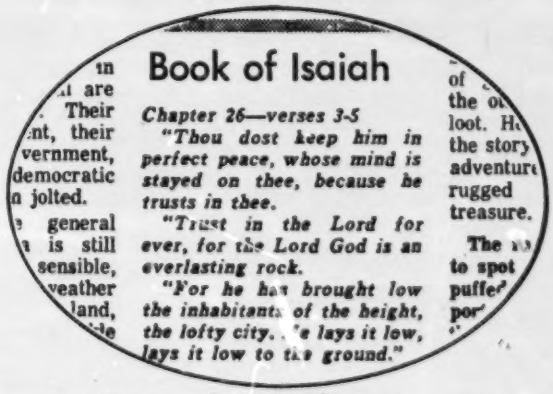


Weather News
And Predictions

Radio and
TV Logs


with day's activities.
(July 24 to Aug. 23) — If
don't seem to be going quite
usual," ask questions. Some
anges may have been made, some
ew procedure initiated of which you
are not — but should be — aware.
VIRGO (Aug. 24 to Sept. 23) —
Best results will accrue from working
with those who have know-how and
nspiration to offer. You should make
he progress in all endeavors now.
'BRA (Sept. 24 to Oct. 23) —
ter day than you may suppose
but your cooperation will
if you would win

The Horoscope


Book of Isaiah
Chapter 26—verses 3-5
"Thou dost keep him in perfect peace, whose mind is stayed on thee, because he trusts in thee.
"Trust in the Lord for ever, for the Lord God is an everlasting rock.
"For he has brought low the inhabitants of the height, the lofty city. He lays it low, lays it low to the ground."

Inspiration

. . . And Lots of Other Things!

The Big Sunday Paper

A typical Sunday paper will weigh a little more than two pounds.

—Less than an ounce of this is ink.
—The rest is paper, or *newsprint*.

The Sunday paper is the biggest issue of the week.

—It sometimes includes more than a dozen sections of various sorts.
—It sometimes has more than 200 pages.

The Tennessean set a record on Sunday, April 29, 1962.

—It published probably the largest newspaper ever produced in the state of Tennessee.
—This was the 150th anniversary edition of The Tennessean.
—It contained 394 pages.
—It weighed five pounds a copy.
—It had 40 news and feature pictures in color. .
—It used nearly 11 tons of black ink.
—It required 18 freight car loads of newsprint.
—It was quite an edition.

A typical Sunday paper, though less ambitious, is still a massive production.

—The way it is put together may vary from week to week.
—It will go together something like this:

- Section A: Main news section.
- Section B: *Today's World* (Editorials, cartoons, opinions, politics, reporting in depth).
- Section C: Sports.
- Section D: Classified advertising.
- Section E: *Tennessee Living* (The arts, medicine, books, travel, housing, music).
- Section F: More *Tennessee Living* (Personalities, women's news, medicine, brides).
- *Sunday Magazine* and *Young World*.
- *Sunday Showcase* (Entertainment).
- Comics.
- Various advertising supplements.

Some people keep the Sunday paper all week.

—There's too much of it for most people to read thoroughly in a day.
—It has a variety of columns and special pages.
—These range from the book page to the outdoors page (hunting, fishing, camping, etc.).
—There's a lot in the Sunday paper for *everybody*.

The 'Marketplace' in the Newspaper:

Advertisements

Item 1:

—A Nashville store has a boxcar-load of furniture it wants to sell.
—It is a close-out of a certain line.
—Some 200 pieces of furniture are involved.
—The store announces the close-out in the Sunday paper.
—By noon Monday, all the furniture is sold.

Item 2:

—A Nashville woman has a late-model car she wants to sell.
—She calls the newspaper's classified advertising department.
—She and one of the ad-takers work out the wording for a classified ad.
—They decide how many days the ad will run.
—On the first day the ad appears in the classified section, the woman calls to cancel the rest of the run.
—She says she has sold the car.
—Her phone hasn't stopped ringing since morning.

Item 1 and Item 2 are a couple of case histories.

—Each of them happened just that way.
—Each of them illustrated wise use of the advertising columns in a daily newspaper.

The Tennessean—in addition to telling the news—also serves as a marketplace.

—Its advertising columns are a meeting place.
—There, sellers and buyers get together.
—Sellers tell what they have to sell.
—Buyers find what they want to buy.
—The advertising columns provide a public service.

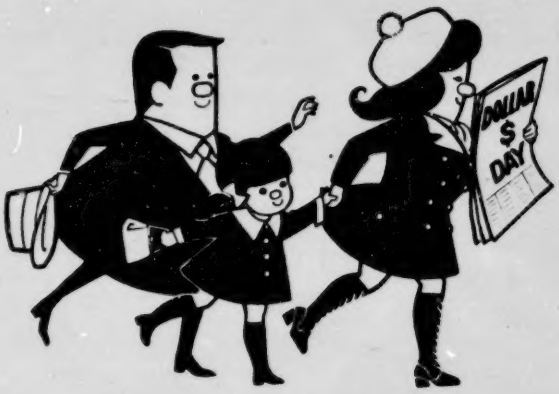
Of course, newspapers charge advertisers for the space they use.

—A newspaper, in addition to being a public trust, is also a private business.
—Economic security is important to freedom of the press.
—The publisher must make money to stay in business.
—He charges advertisers for space and he charges subscribers for papers.
—But advertising is the main source of revenue.

Spread out a newspaper and turn the pages slowly.

—Pay special attention to the "display" ads (*not* the *classifieds*—we'll look at them later).
—Notice how the ads vary in size.
—What is the largest ad you can find?
—Does it take up two full pages?
—What is the smallest ad?
—Is it one column wide and only an inch deep?
—See how the ads vary in content.
—And in design.
—And in approach to selling.

(Continued)



—See how some stores have *distinctive* ads.
—You don't have to read the *signature* to know what store it is.
—See how some ads offer *many* items for sale.
—See how others offer only a *single item.*
—Notice how some ads push a certain product but do not mention any store by name.
—Notice how the use of colored ink draws attention to some ads.

There's a lot of news in ads, too.

- The latest in local fashions.
- New products on the market.
- Where bargains are to be found.
- Where sales are going on.
- Gift suggestions for Christmas, birthdays, Mother's Day, etc.
- Where to go to eat out.
- What's on at the movies.
- Which touring entertainers are coming to town.

You can find out a lot about your community by reading the ads.

☆ Its tastes.
☆ Its living habits.
☆ Its work.
☆ Its recreation.

Actually, there are days when the most important news for a certain person may be found in the ads rather than in the news columns.

—A day when a budget-conscious mother must buy new shoes for her child.
—A day when a father must purchase new tires for the family car.
—A day when a family sets out to buy a house or rent an apartment.

Who designs newspaper ads?

—Sometimes the store itself.
—Sometimes a national manufacturer.
—Sometimes one of the newspaper's advertising salesmen.
—Sometimes the newspaper's art department.

Do all ads successfully generate business for the advertisers?

—No. Most ads, but not all.
—Sometimes the product is not in demand.
—Sometimes the ad is poorly drawn or positioned.
—Sometimes the timing is off.
—Sometimes the weather will interfere, as with a snowstorm.

Do newspapers reject certain advertisements?

—Yes.
—If the ad is suggestive.
—Or obscene.
—Or in poor taste.
—Or violates the standards of the newspaper.

Classified Ads

SELL TO ANYONE
NICE 3 bedroom home, assume low payments, and WILL WILSON, AMERICAN REALTY CO.
BOAT — 12' aluminum, trailer, motor, 7½ HP, $400. 865-1811.
NURSES ASSISTANT—We Train You Immediate Openings. No background needed. Call 242-4479. Job Opportunities Unlimited. See Our Ad Class 37.
CHEVROLET — 1962, 6 cylinder, 2 door sedan, standard transmission, excellent condition, 1 owner, $450, 883-3876.
CONVERSATIONAL Spanish, French for pre-schoolers & adults; classes meet Friday; 276-2642.
GERMAN $100 REWARD
MOVING—MUST SELL
Double sink, gas range, 2 months old, small refrigerator, 9'x12' braided rug, small set, automatic washer, 4 months old, table, 4 chairs, 1962 Volvo, $75. 863-7226. 214 Dewes Hill Ct.

Some people read the "want ads" just for fun:

—A man has lost his black-rimmed glasses in Madison.
—Another man is not responsible for debts other than his own.
—Somebody wants $250 for a 1950 Plymouth that "runs like new."
—A grocer is retiring and wants to sell his business.
—An affectionate cat needs a loving home.
—A 16-foot sailboat awaits the first taker, at $400.
—Four black Angus heifers have strayed away from home.
—A student wants a ride to Chicago.
—A psychic development class is now being formed.
—A lady who fell in a supermarket parking lot wants the gentleman who helped her home to call her.
—An apartment is available in the Hillsboro section, but drinking, children and pets are not welcome.
—A manufacturer is in need of five sharp young men.

(Continued)

But most people read the want ads because they want to do business.

—"Classifieds" provide a service which is not duplicated anywhere.
—They usually appear toward the back of the paper.
—They are indexed by sections, according to subject matter.

For example:

- Announcements:
  - ☆ *Lost and found.*
  - ☆ *Personals*
  - ☆ *Special notices, etc.*
- Service guide:
  - ☆ *Driveways built.*
  - ☆ *Moving, storage, hauling.*
  - ☆ *Painting, papering.*
  - ☆ *Pest control.*
  - ☆ *Septic tanks, etc.*
- Educational:
  - ☆ *Business schools.*
  - ☆ *Vocational schools, etc.*
- Employment:
  - ☆ *Help wanted.*
  - ☆ *Part-time work.*
  - ☆ *Positions wanted, etc.*
- Financial:
  - ☆ *Business opportunities.*
  - ☆ *Personal loans, etc.*
- Motor vehicles:
  - ☆ *Automobiles for sale.*
  - ☆ *Motorcycles, scooters, bicycles.*
  - ☆ *Trucks, etc.*
- Livestock, farm supplies.
- Sports:
  - ☆ *Boats, motors.*
  - ☆ *Truck campers, trailers.*
  - ☆ *Hunting, fishing supplies, etc.*
- Merchandise:
  - ☆ *Household goods for sale.*
  - ☆ *Miscellaneous for sale.*
  - ☆ *Miscellaneous wanted.*
  - ☆ *Swaps ("Let's Trade"), etc.*

- Rentals:
  - ☆ *Apartments, furnished or unfurnished.*
  - ☆ *Farms, acreage.*
  - ☆ *Houses, unfurnished.*
- Commercial and investment property.
- Real Estate.
  - ☆ *Homes for sale.*
  - ☆ *Lots for sale, etc.*

Most want ads come to the newspaper by telephone.

—There is a special phone room for this purpose.
—The ad-takers are skilled in helping customers word and classify their ads.

Want ads are relatively inexpensive.

—A three-line ad costs only a few cents more than a telegram from Nashville to Chattanooga.
—The ad would be inserted once in both the morning and afternoon newspapers.
—The longer an ad runs, the less the rate per line per day.

VACANCIES FOR MEN
I'VE 'AD ENOUGH OF THIS - RUNNIN' 'OME IN MY LUNCH HOUR TO GET 'IS FLIPPIN' DINNER READY!
LOOK, MATE, MARRIAGE AN' A CAREER DON'T MIX - OKAY?!
VACANCIES FOR MEN
THANKS, PET - YER RIGHT, AS USUAL

Newspaper Jargon

AP: *Associated Press.*
Ad: *Abbreviation for advertisement.*
Assignment: *A story a reporter has been told to cover.*

Banner: *A headline in large letters running across the entire width of the front page.*
Beat: *A reporter's assigned area for covering news.*
Body type: *Type used in a story; not a headline.*
Boldface: *Heavy or dark type.*
Box: *Editorial matter enclosed in a border.*
Bulletin: *An important last-minute story received at deadline; only a paragraph or two can be gotten into the paper.*
Byline: *A reporter's name at the top of a story.*

Caps: *Abbreviation for "capital letters."*
Caption: *An explanatory line above or below a picture.*
City editor: *Presides over the city desk and oversees the work of news reporters in the newspaper's city of publication.*
City room: *The area where the news staff has its desks.*
Clips: *Abbreviation for "clippings"—stories clipped from the paper and saved for future reference.*
Composing room: *Where type is set and pages assembled.*
Copy: *Material ready for publication, usually in written form but can include pictures.*
Copy boy: *The newspaper equivalent of "office boy."*
Copy desk: *Where stories are copyread and headlines written.*
Cover: *To get the facts for a story and write it.*
Credit line: *The source of a picture.*
Cropping: *Marks put on a picture to show what area of it will appear in the paper.*
Cut: *A picture etched on metal so it will print in the paper.*
Cutlines: *Information below a picture.*

Dateline: *The line at the beginning of a story telling where it happened.*
Deadline: *A time by which stories for an edition must be completed.*
Dummy: *A layout of a newspaper page showing placement of headlines, stories, pictures and ads.*

Ears: *Boxes or blocks of type placed beside the newspaper's name at the top of Page One.*
Editor: *Has charge of planning and producing part of the news content of the paper.*
Editorial: *An essay expressing the publisher's or an editor's opinion.*
Editorialize: *To insert the writer's opinions into a story.*

Feature story: *A story with an unusual twist.*
Filler: *Short item to fill a small hole in a page.*
Fourth Estate: *Traditional name for the press.*

Galley: *A metal tray for holding type.*
Galley proof: *A proof of a galley of type to be checked for errors before it is put into a page.*

Halftone: *A picture etched on metal so it will print in the paper.*
Handout: *A press release.*
Hard news: *Important factual information about a current happening.*
Head: *Abbreviation for "headline."*

Jump: *Continuation of a Page One story on an inside page.*

Kill: *To strike out part of a story or of a page so it will not print at all or will print no longer.*

Lead: *The opening paragraph of a story.*

Makeup: *Arrangement of stories, headlines and pictures on a page.*
Makeup editor: *Liaison man between the editorial department and the composing room.*
Masthead: *The newspaper's name at the top of Page One.*
Morgue: *The newspaper's library where clippings, pictures and background information are on file for use when needed.*

News editor: *He "dummies" the news pages, determining position and size of headlines, stories and pictures.*

Obit: *Abbreviation for "obituary," the story of a person's death.*
Op-Ed page: *The page facing the editorial page; it usually features opinion columns.*

Pica: *A printer's measure; a sixth of an inch.*
Proof: *A printed sample of freshly set type.*
Proofreader: *One who reads proof and marks errors.*
Publisher: *Chief editorial executive of the newspaper.*

Railroad: *To rush a story into the paper at deadline without proofreading it.*
Reporter: *Covers news assignments; develops investigative stories.*
Rim: *Outer edge of the horseshoe-shaped copy desk.*
Rim man: *Sits on rim of copy desk; copyreads stories and writes headlines.*
Running story: *A story with new developments day by day.*

Scoop: *An exclusive story.*
Slant: *To write a story in such a way as to present only one side of a question or issue, in line with a special interest or bias.*
State editor: *Has charge of news coverage in the state where the newspaper is located but outside the metropolitan area.*
Story: *An article other than an editorial or opinion piece.*
Streamer: *A headline across the entire front page.*
Stringer: *Part-time correspondent who covers news in his home town or county for a metropolitan paper.*
Sunday editor: *Has charge of producing many parts of the big Sunday paper.*

Telegraph editor (also "wire editor"): *Monitors wire service copy, deciding which stories to use.*
Trim: *To shorten a story to save space.*
Typo: *Abbreviation for "typographical error."*

UPI: *United Press International.*

Wirephoto: *A picture received electronically from a distant point, usually by telephone line.*